

The NATIONAL UNDERWRITER

Life Insurance Edition

*Now Offering
Complete Personal Protection
Life, Accident, Health
Hospitalization
for
Individuals, Families, Groups*

Lifetime Accident and Sickness Contracts

Life, Accident and Sickness Combinations

Non Pro-rating Policy Contracts

Hospital - Surgical Policies

No Age Limit—Individual and Family Groups

Over-Age Contracts—to Age 70

Medical Care Plans

Blanket Medical Reimbursement

All Popu

RESERVE LOAN LIFE

Insurance Company

of TEXAS,  **DALLAS**

For Full Information, Write: J. William Rader, Manager, Accident & Health Dept.

FRIDAY, OCTOBER 31, 1947

Achievement

Life Insurance
can be a career
of success and
happiness, . .
whether one
sells it, . . or
just owns it.

§

The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**



SECURITY—THE BIRTHRIGHT OF CHILDREN

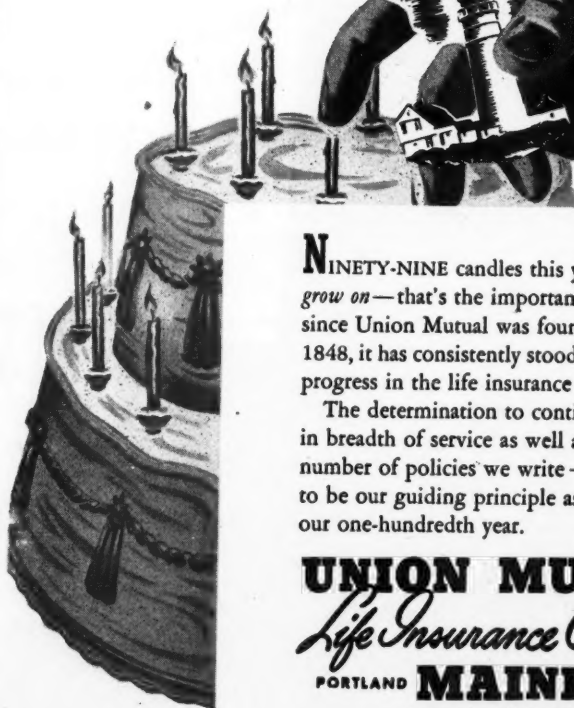
Children think only of today; it is for YOU to think of their
tomorrows. Through Life Assurance you not only safeguard their
formative years but guarantee
the realization of those plans
you have made for their
education and well-being.



SUN LIFE OF CANADA

FOR
SECURITY

and one
to GROW on . . .



NINETY-NINE candles this year *and one to grow on*—that's the important thing! For, since Union Mutual was founded in July, 1848, it has consistently stood for pioneering progress in the life insurance field.

The determination to continue to grow—in breadth of service as well as in the number of policies we write—continues to be our guiding principle as we approach our one-hundredth year.

UNION MUTUAL
Life Insurance Company
PORTLAND MAINE HOME OFFICE

Rolland E. Irish, President
Harland L. Knight, Agency Vice-President

...LIFE • SICKNESS • ACCIDENT • GROUP...

First Canadian Meeting of L. A. A. Sets New Record

Attendance Is 240:

Noyes of Phoenix Mutual
Elected President

NEW OFFICERS ELECTED

President—C. Russell Noyes, Phoenix Mutual.

Vice-president—Alan M. Kennedy, Northwestern National.

Secretary—H. M. Kennedy, Prudential.

Treasurer—R. B. Taylor, Jefferson Standard.

Editor—L. Russell Blanchard, Union Mutual.

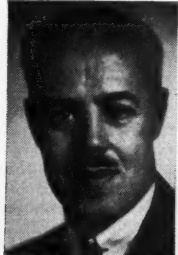
Executive Committee—Clifford B. Reeves, Mutual Life, N. Y.; James W. Childrey, Atlantic Life; T. H. Tomlinson, Bankers of Iowa; E. S. Wescott, Bankers of Nebraska; Harold B. Brown, Imperial Life, Can.; Powell Stamper, National Life & Accident.

By H. J. BURRIDGE

QUEBEC—A record-breaking annual meeting of the Life Insurance Advertisers Assn. was held here last week. It



J. Percy Lyons



Cawthorn-Page

attracted an attendance of 240, the largest in its history. It was the first such gathering to be held in Canada. The program, put together by two distinguished Canadian life advertisers, General Chairman A. L. Cawthorn-Page, Metropolitan Life, and Executive Committee Adviser J. Percy Lyons, Manufacturers Life, was varied, interest-compelling and coordinated.

The convention theme was "What's Ahead?" There were predictions and prognostications on the management, sales, agents, sales promotion and public relations levels and on the so-called



Powell Stamper



L. R. Blanchard

economic front. The atmosphere was strongly and pleasantly Canadian. There was a large contingent of Canadian members and life company officials in evidence. Quebec and its environs provided a unique background.

Powell Stamper, National Life &

Two Mail-Order Insurers Indicted on Fraud Counts

The first targets in what federal officials say is a nation-wide drive to clean up the mail-order insurance business, Guarantee Reserve Life and Guarantee Life, both of Hammond, Ind., and two executives have been indicted by a federal grand jury at South Bend on charges of conspiracy to defraud and of mail fraud through selling insurance by mail.

The officers are Ben Jaffe, Chicago, president and treasurer of Guarantee Reserve and Jerome F. Kutak, Hammond, vice-president and treasurer of Guarantee Reserve and a director of Guarantee Life.

The indictments climaxed a long investigation by federal authorities. They were based on complaints from policyholders of the two companies, which did a mail-order business, and comparisons were made between the sales representations and the benefits actually paid by the companies.

PEARSON GIVES VIEWS

INDIANAPOLIS — Commissioner Pearson of Indiana states that there is no question involved as to the solvency of the two insurers. He said the department has been watching them carefully and he gives them a clean bill of health. Their business has been increasing rapidly. He said the trouble stems from personnel difficulties. There was a strike last summer and the bookkeeping system broke down. Unwittingly lapse notices were sent to assured that were not in arrears. However, a punch card system has been installed and bookkeeping operations are now in order.

Guarantee Life was formed as a stock company gradually to absorb the business of the assessment company.

Accident, was in general command as president. Alert, quick-witted and resourceful, he sparked the proceedings, and brought his administration of the affairs of the L. A. A. to a memorable conclusion. The organization now has 168 company members, a gain of 31 during the year, and its individual members number 313.

The first morning was devoted to a review and inspection of the exhibits which lined the walls of the ballroom and were on view all week. L. Russell Blanchard, Union Mutual, was responsible as exhibits chairman for the varied and interesting displays. Cyril Bragg, Crown Life, assisted him in assembling the material. A "consultant" was stationed at each classification to discuss and explain the displays. Those who functioned in this capacity were J. B. Treusch, United States Life; S. J. Kiefler, Provident Mutual; N. L. Klages, Reliance Life; Paul Troth, Home Life, N. Y.; J. H. Warner, Aetna Life; Harold Allen, Fidelity Life Assn.; E. P. Leader, Bankers, Ia.; W. A. Hand, Confederation; F. J. O'Brien, Franklin and George Pease, Equitable of Iowa.

Quebec Superintendent Speaks

President Stamper presided at the opening luncheon at which Georges Lafrance, insurance superintendent of Quebec, extended greetings on behalf of the Canadian companies and the exhibits judges were introduced by Mr. Blanchard, exhibits chairman.

Mr. Lyons was chairman of the opening business session. J. G. Parker, president Imperial Life, spoke some words of welcome for the companies of Canada. Mr. Cawthorn-Page, as general convention chairman, introduced the theme of the meeting "What's Ahead." Edwin C.

(CONTINUED ON PAGE 13)

Dr. A. J. Robinson, Conn. General, Heads Medical Men

Life companies were urged to maintain a "nice balance" between clinical medicine and actuarial studies in their medical underwriting by Dr. Albert O. Jimenis, associate medical director



Dr. A. O. Jimenis



Dr. A. J. Robinson

Metropolitan Life and retiring president of the Assn. of Life Insurance Medical Directors. Speaking at the association's annual meeting in New York City, Dr. Jimenis declared the insurance applicant's own physician learns more about his individual cases but is rarely able to follow large numbers of patients so as to measure their longevity. Mortality studies supplement this individual investigation, he said, and give valuable aid to the underwriter.

Report on Glucose Tolerance Study

Seven papers were delivered, introduced by a mortality study of applicants for insurance given a glucose tolerance test presented by four officials of Metropolitan: Dr. Jimenis, Herbert

NEW OFFICERS ELECTED

President—Dr. A. J. Robinson, vice-president and medical director Connecticut General.

First vice-president—Dr. E. G. Davis, medical director Prudential.

Second vice-president—Dr. H. E. Ungelerider, medical director Equitable Society.

Treasurer—Dr. W. A. Reiter, vice-president and medical director Mutual Benefit Life.

Secretary—Dr. H. B. Kirkland, associate medical director, Prudential.

Editor of proceedings—Dr. J. R. Guder, medical director Prudential.

H. Marks of the statistical bureau, Dr. R. W. Finegan, assistant medical director, and Dr. N. R. Blatherwick, director of the biochemical laboratory. The paper was discussed by Dr. Elliott P. Joslin, clinical professor of medicine emeritus of Harvard University medical school.

Other papers included a discussion of hypertension by Dr. Irvine H. Page, director of research for the Cleveland Clinic; of sudden and unexpected natural death delivered by Dr. Milton Halpern, deputy chief medical examiner of New York City and of prognosis in bone and soft-part tumors, by Dr. Bradley L. Coley, attending surgeon of the bone tumor department of New York City's Memorial Hospital.

Another speaker was Dr. Frank H. Lahey, surgeon-in-chief of the New England Baptist Hospital and director of the Lahey Clinic in Boston, who read a paper on lesions of terminal ileum, colon and rectum. The relationship of x-ray and tuberculosis was discussed by a three-man panel consisting of Dr. Haynes H. Fellows, associate medical director of Metropolitan; Dr. Charles E. Kiessling, assistant medical director of Prudential and Dr. David Reisner,

To Quiz Assn. Heads in Unique L.I.A.M.A. Forum Feature

Foreign Insurance
Men Also to Be on
Panel in Chicago

Heads of life insurance and accident and health organizations and also foreign insurance representatives will appear in a unique forum at the L.I.A.M.A. annual meeting in Chicago, Nov. 12-14 at Edgewater Beach hotel. It will be the afternoon of Nov. 12.

The audience will ask questions pertaining to agency management and field problems as they relate to the organizations represented by the respective participants. However, the discussion will extend beyond agency problems because some forum participants' institutional work embraces a wider field.

Dudley Dowell Will Preside

Dudley Dowell, vice-president New York Life, will conduct the session. Those invited to take part are R. H. Belknap director of agencies, Occidental Life of California, chairman L.I.A.M.A. committee for companies writing accident and health; Vincent B. Coffin, vice-president Connecticut Mutual, mass coverage problems; A. C. S. Eagles, assistant to managing director, Crusader Life of England; Clyde F. Gay, vice-president John Hancock, chairman L.I.A.M.A. sub-committee on compensation; Harold R. Gordon, managing director Health & Accident Underwriters Conference; Robert L. Hogg, executive vice-president American Life Convention; Holgar J. Johnson, president Institute of Life Insurance; Raymond C. Johnson, assistant vice-president New York Life, vice-chairman, education and training committee; David McCahan, dean American College of Life Underwriters; H. G. Kenagy, vice-president Mutual Benefit Life, chairman, L.I.A.M.A. committee on relations with universities.

A. Gordon Nairn, executive vice-president, Life Underwriters Assn. of Canada; C. Russell Noyes, president Life Insurance Advertisers Assn.; Bruce R. Power, Canadian Life Officers Assn.; Frank L. Rowland, executive secretary Life Office Management Assn.; James E. Rutherford, executive vice-president, N.A.L.U.; Bruce E. Shepherd, manager Life Insurance Assn. of America; E. L. G. Zalinski, managing director Life Underwriter Training Council; Joseph Folmann, manager Bureau of Accident & Health Underwriters; M. B. Williams, executive director Industrial Insurers Conference.

"We know that there is unprecedented interest in such important questions as mass coverage, institutional training, compensation and many more subjects of the moment," said Charles J. Zimmerman, assistant managing director. "We feel that in getting all these authoritative people under one tent, so to speak, we can do much to inform our member companies on current trends."

medical supervisor of the bureau of tuberculosis, New York City department of health.

Dr. Robinson, the new president of the association, graduated from the University of Toronto, faculty of medicine, in 1923. He did post-graduate work in Toronto General Hospital and prac-

(CONTINUED ON PAGE 9)

Prudential Effects Liberalizations in Shift to CSO 2 1-2%

**Term, Modified 3 Rates
Unchanged; Average
Rise 93 Cents**

Prudential has made a number of important changes and liberalizations in going to the C.S.O. 2 1/2% basis, which became effective this week. Prudential also has announced a number of important changes and improvements in its intermediate and industrial contracts.

Premium rates for most ordinary policies, particularly those with a relatively high investment element, are being increased slightly because of the continued low rate of interest earned on investments suitable for the funds of a life company. Premium rates for modified life 3 and term policies, however, will remain unchanged. The over-all increase on insurance plans affected averages about 93 cents per \$1,000 of insurance. The greatest increase occurs under limited payment life policies at younger ages where interest factor is of greatest importance. The additions for semi-annual, quarterly, and monthly premiums on all forms of new ordinary policies have been reduced to 3%, 5% and 6%, respectively, of annual.

Conforms to Guertin Laws

Adoption of Guertin laws by many states makes changes in non-forfeiture values necessary. The formula for surrender values is such as to produce values not less than the legal minimum values in any case and greatly in excess of the minimum in most instances. Cash values after 15 years (or at the time a policy becomes paid-up, if earlier) under the new table are equal to full reserve. Cash values centering about the 15th policy year are considerably increased over present values. In many instances cash values will be available at the end of one year. Extended insurance will be provided after the first three months as in the present policies.

Waiver of premium disability benefit in all new standard ordinary policies will be effective at age 5 instead of 15 as at present.

The accidental means death benefit will be available on new policies commencing at age 5, subject to an extra premium.

The graded amounts of insurance applicable to new juvenile policies outside New York have been increased, the new amounts (for a \$1,000 ultimate policy) being \$200 at age 0, \$400 at age 1, \$700 at age 2, and \$1,000 at age 3 and over. No change has been made in the graded amounts applicable to new juvenile policies issued in New York state at ages 0-4. Due to legal limitations it will not be possible to issue 20 year endowment or endowment at age 18 policies in New York state on a child less than six months old. However, where a policy on either of these plans is desired, preliminary term insurance for a period sufficient to have the policy dated at the time the insuring age of the child would be 1, may be applied for.

Details of Revision

The minimum issue age has been reduced for several ordinary policies, thus providing a greater selection of plans at the younger ages. At ages 0-4, inclusive, whole life paid-up at 65, 20 payment life, 20 year endowment and endowment at age 18 policies will be available. At ages 5 to 14, modified life 3, 30 payment life, 10, 15, and 30 year endowment and en-

dowment at 60 and 65 policies also will be available. The endowment at age 18 will not be written for an issue age greater than eight years. The applicant's premium waiver benefit will be available with certain of these forms through age 14. Certain selected classes of risks at ages 0-14 which cannot be considered at standard rates will be considered for special A and special B rating policies.

Greater flexibility in family income arrangements is being provided by introduction of family income riders. Riders for income periods of 10, 15, or 20 years will be available for attachment to nearly all forms of newly-issued ordinary policies. In addition to the usual \$10 per \$1,000 family income arrangement, each of these riders will be written on request to provide for \$15 per \$1,000, or \$20 per \$1,000 family income arrangement. With adoption of the riders the present family income policies no longer will be needed and will be discontinued.

Mortgage Redemption Rider

A decreasing term insurance (mortgage redemption) rider also is available for term periods of 10, 15, or 20 years. This rider makes it possible to provide coverage for instalment mortgages in a much more attractive form than at present.

A maximum issue age for 10 year term policies has been set at 55 years and for 15 year term policies it has been set at 50 years. Preliminary term insurance may be written at ages 15-65 with any regular form of policy.

Monthly income policies will be written on one sum policy forms with appropriate endorsements setting forth desired monthly income settlement.

Because of the very small number of applications received in the past, the following forms are being discontinued: Modified life 3-20, modified 20 year term, modified term at age 65, and double protection to age 65.

Present ordinary policy forms and premium rates will apply only where the application and medical examination or non-medical declarations are completed on or before Oct. 27, and received at the home office not later than Nov. 3.

Forms Are Merged

A new class of policies, to be called intermediate-ordinary, which combines the features of both the present intermediate monthly premium policies and monthly debit ordinary policies, is being introduced. Underwriting requirements for the new policies will conform closely to those for present intermediate policies.

Premium rates for the new intermediate-ordinary policies will be the same as those which now apply to intermediate monthly premium policies except at younger ages where graded benefits have been increased. On policies issued at age 0, the full amount of first year benefit will be paid in event of insured's death at any time within the first policy year.

Many non-forfeiture values have been increased and full reserve will be allowed as a cash value after 15 years as in the new ordinary policies. These values are based on the 1941 standard intermediate table with 2 1/2% interest.

New intermediate-ordinary policies will be available on the following plans: Whole life paid-up at age 65, ages 0-44; whole life paid-up at age 85, ages 10-70; double protection to age 65, ages 20-45; 20-year payment life, ages 0-59; 30-year payment life, ages 10-49; 20-year endowment, ages 0-66; 30-year endowment, ages 10-49; endowment at age 69, ages 1-39; endowment at age 65, ages 10-44.

Maximum age for the whole life paid-up at 85 intermediate-ordinary policies has been increased to 70 years. At ages over 66 the maximum amount issued will be \$1,000.

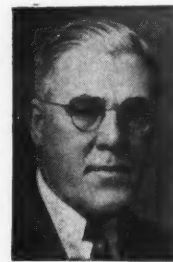
Intermediate-ordinary policies (except in New York at ages 0-4) will be issued in amounts of \$500, \$750, \$1,000, \$1,500 and \$2,000 up to age 9. In addition to these amounts, policies for \$2,500 and

(CONTINUED ON PAGE 9)

Pre-Centennial Expansion Plans of Mass. Mutual Told

How Massachusetts Mutual Life plans to expand its agency operations so as to reach its desired goal by the company's 100th anniversary on May 15, 1951, was discussed by Chester O. Fischer, vice-president, at the three-day annual conference of its general agents association at Coronado, Cal.

President Alexander T. Maclean reviewed the company's progress, particu-



A. T. Maclean



C. O. Fischer

larly the gains made during the current year. There were a number of talks by general agents and home office officials.

Mr. Fischer asked the general agents to join hands with the home office in an all-out program designed to make sure that the company on its 100th birthday "will have as many successful and effective Massachusetts Mutual men and women in every territory in which we operate as it takes to fully serve that territory." He suggested first the appointment of a joint committee from the general agents association and the agency department staff which would begin to study the implementation of such a plan, determining just how many full-time agents the company must have to cover adequately the territories in which it operates. Mr. Fischer thought the formula discussed in the recruiting clinics of the last year might afford a starting point. This was that there should be one full-time representative for each 25,000 of population. This would mean a goal of perhaps 1,200 or 1,500 full-time Massachusetts Mutual agents as compared with the present 903.

Mr. Fischer said, however, that an even better approach probably is to be found in an analysis of each individual general agent's territory and potentialities. By the first of the year the agency department will be prepared to engage in a program of agency visits to discuss with each general agent his territorial possibilities so that individual general agency objectives can be determined. Then, as the joint committee gathers these reports, the agency department can arrive at a composite company objective. During the year it would furnish the general agents with information as to results of the agency studies but the objective of each agency would be kept confidential and only the composite results would be passed along.

Officers of the general agents association who presided at the sessions were Charles H. Schaaff, Rochester, N. Y., president; John W. Yates, Los Angeles, vice-president, and Lovell H. Cook, Springfield, Mass., secretary-treasurer. Mr. Schaaff reviewed the activities of the organization during the past year. An address, "Programming the General Agent's Estate," was given by George E. Lackey, Detroit. Expanding this subject, John F. Handy, associate counsel, discussed "Pitfalls to be Avoided."

At a dinner session President Maclean presented service emblems to six general agents. Highlights of the sessions included two panel discussions on "Recruiting Plans in Action" and "My Agency Plans for 1948"; and an address by L. E. Simon, general agent at New York City, "The Life Insurance Market in 1948."

Goodmanson Heads Cal. A. & H. Assn.

**U.C.D. Administrator Says
Private Plans' Coverage
Better Than State's**

LOS ANGELES — New officers elected by the California Assn. of A. & H. Managers Clubs at its annual meeting here are: President, Marshall Goodmanson, Provident Life & Accident; vice-president, Robert R. Smith, Great Northern Life; secretary-treasurer, John H. Casanave, Hartford Accident, all of San Francisco. It is the custom to name the officers from the city where the next convention is to be held.

The two big topics were the operation of the unemployment disability compensation plan in California and the training courses for new agents that will be required after July 1, 1948, under an act adopted by the 1947 legislature. Walter E. Mast, Continental Casualty, Los Angeles, retiring president of the association, discussed the latter topic and appointed a committee to cooperate with other organizations in preparing a course that will prove acceptable to the insurance commissioner, the committee consisting of S. F. Battleson and Marshall Goodmanson, San Francisco; Ray Scofield, D. C. MacEwen and Robert Kelly, Los Angeles.

State Welcomes Competition: Merrick

"Pat" Merrick, secretary California employment stabilization commission, reviewed the changes in the unemployment compensation disability act and its effect on companies and producers. He said that there are now 8,250 voluntary plans approved by the commission covering 640,000 workers and that these plans equal about 25% of all workers covered by U.C.D. He declared that private plans can "beat the Dutch out of government," and that the private carrier will go ahead and write more and larger cases. He said the state welcomes competition. He said a number of other states do not allow private competition with the state, but declared the California plan is better.

While benefits have been increased and the duration has been increased, he held that the private plan for length of benefits is better than the state's. He said the department will make it as easy as possible to make the change to comply with the new law and will give notice of the steps necessary to qualify after Jan. 1. Mentioning that social security administration opposed some of the changes, he declared the federal administration should not meddle too much with the California plan.

He said all voluntary plans now are on a group basis, but the department envisages the time when the plan will be on more of an individual basis, and it will approve such plans if they meet all requirements otherwise. He said that it encourages private plans to take business away from the state.

Ernest Life, taking the same subject, raised the question whether private industry as represented by insurance companies can compete with the state. He believes the commission and employees in the disability department try to be fair to all interested parties, management, insurers and labor, but that labor always is on the job to make certain of its position. He mentioned the effort of labor to have the maximum benefit increased to \$30 per week and said the fixed by the law was the result of a deal.

He said most insurers are going in 1948 determined to compete with the state, but that labor is determined to get as much as possible in additional benefits from the enormous fund available. "We in California must show the rest of the nation that private industry can compete with the state," he declared.

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Urges Promotional Material Geared to Top Grade Agents

Jenkins of Northwestern National Addresses Life Advertisers at Quebec

Direct mail and other sales promotional aids could well be directed more



W. R. Jenkins

toward helping the good, well established producer, thereby helping offset the lessened attention he will get as recruiting pressure increases, said W. R. Jenkins, vice-president Northwestern National Life, in his talk at the Life Insurance Advertisers Assn. annual meeting in Quebec.

Mr. Jenkins said that all too great a proportion of the sales helps, direct mail, training helps, and other printed material that has been developed has been loaded in favor of the new recruit or the struggling man.

"Do your well-established, high-grade underwriters make use of your direct mail and other sales helps?" he asked. "Or don't they, as they gather strength and establish themselves, pretty much cut loose of your material and use their own or other materials you do not offer? How much of your material is typical 'come on' material designed to offer a crutch to the new or weak man? How much is specifically designed for the high-grade, established underwriter?"

Tend to Become Specialists

Older established agents tend to become specialists in certain markets, he pointed out. One agent may have had great success with doctors. He understands a doctor's problems of handling his office expenses and income. He has data on what doctors make, when their earning peak comes, what their retirement problems are, what medical schools, hospitals, and other facilities are best thought of in the community, etc. "What can we offer this man?" he asked. "I'm afraid I offer him very little because he already knows more than we know. But shouldn't it be possible for us to get out the kind of high-grade, intelligent, and useful sales helps he needs to cultivate and develop his doctor business—something more than a 'come-on' such as a lead pencil or memo book?"

"How about the established agent who specializes in business insurance on small business firms? Have we anything to help him specifically with his problem? What are we doing for our farm agent? Don't we usually have a picture of a farmer on some general piece of literature and expect that picture to get by for the Montana rancher, the southern cotton grower, the Iowa corn and hog farmer, and the New England truck gardener?"

Would Be Worth Added Cost

"Well, you say, you'd run up the cost of literature too greatly if you tried to cover every market. Yes, you might run up the cost, but if you had intelligent sales helps in intelligent sales hands—aimed at specific fruitful markets—I wonder if we wouldn't also run up our results? And which really counts in terms of cost? As a matter of fact, do you know—from accurate study—what are the dominant markets of greatest interest to your 100 leading agents? And if some four or five markets were common to many of them,

isn't it possible that you've been overlooking a tremendous bet for high returns from your literature in not aiming your keen sales promotion guns in that direction? I don't know for sure, but I certainly think you and we should find out.

"One warning I would give though. If you are going to develop high-grade tools for high-grade men of this sort, don't put them into the hands of beginners or dubs who only wish they knew about and could sell doctors, small businessmen, wealthy farmers, etc. If you do, your returns will be washed out. Set standards and stick with them. Make the man who wants to use a high-grade doctor's promotion tool prove or establish the fact that he is competent to use the tool by showing adequate success in that field."

FORGOTTEN MEN

Mr. Jenkins said if turnover in agency forces again reaches pre-war levels, there will be some 35 to 40% of agents who will write 80% or more of all the business. But they are likely to become the forgotten men of the sales forces because managers and advertisers will be so concerned with trying to create magic tools for transforming weak men into successful men that they will have little time for the successful man. They will all too readily conclude "Why help the established agent, he doesn't need it." Mr. Jenkins suggested reversing that and saying: "No printed page can make a salesman out of a man who isn't a salesman, but the right kind of printed page can make a good salesman a whale of a lot better salesman and more productive of results from whatever sales helps we provide."

Another suggestion of Mr. Jenkins was regarding conservation. He said that in 1943, after studying results of

(CONTINUED ON PAGE 9)

LIFE ADVERTISERS AWARDS

Mass. Mutual, Franklin, Northern, and Occidental, N. C., Win Sweepstakes

Sweepstakes plaques for general overall excellence in advertising were awarded at the Life Insurance Advertisers Assn. conference in Quebec to Massachusetts Mutual in group 1, Franklin Life in group 2, Northern Life of Seattle in group 3 and Occidental of North Carolina in group 4.

These awards and the many others were made as a result of decisions by the board of judges, which was made up of prominent representatives of both advertising and insurance, including life insurance field men.

Companies were divided into four groups, group 1 being those with more than \$600 million ordinary in force, group 2 \$200 million to \$600 million, group 3 \$75 million to \$200 million, and group 4 less than \$75 million.

General awards were made in 10 separate classifications. Results for these were as follows:

Material to motivate agents—Group 1—New England Mutual; State Mutual; Union Central. Group 2—American National; Berkshire, Central Life, Ia. Group 3—Monarch; Sun Life, Md.; Union Mutual. Group 4—Fidelity Life Assn.

Publications addressed to agents—Group 1—Connecticut Mutual; Provident Mutual; Union Central. Group 2—California-Western States; Fidelity Mutual; Franklin Life; Ohio National. Group 3—Bankers, Neb.; Pilot Life; Shenandoah; Union Mutual. Group 4—North American Life & Casualty; Occidental, N. C.; Peninsular Life; Republic National.

Prospecting or pre-approach material—Group 1—Massachusetts Mutual; New York Life; Union Central. Group 2—

California-Western States; Minnesota Mutual; Ohio National. Group 4—Occidental, N. C.

Sales aids—Group 1—Mutual Benefit Life; New England Mutual; Northwestern Mutual. Group 2—Franklin Life; General American; Imperial, Can. Group 3—Manhattan Life; Monarch; Union Mutual. Group 4—Fidelity Life Assn.

Prestige and good-will builders—Group 1—Northwestern Mutual; Provident Mutual; Travelers. Group 2—Fidelity Mutual; Life of Virginia; National Life & Accident.

Policyholder and public relations material—Group 1—Connecticut General; Massachusetts Mutual; Penn Mutual. Group 2—Imperial, Can. Group 3—American Mutual; Northern Life, Wash.; United States Life. Group 4—Fidelity Life Assn.

Magazines of national circulation advertising—Group 1—John Hancock; Northwestern Mutual; Prudential. Group 2—Northwestern National. Group 3—Excelsior, Can.

Newspaper advertising—Group 1—Jefferson Standard; London Life; Mutual Life, Can.; Mutual Life, N. Y. Group 2—North American Life, Can.; Southwestern. Group 3—Beneficial Life; Excelsior Life, Can.; National Life, Can. Group 4—North American Life & Casualty.

Insurance journal advertising—Group 1—Guardian, N. Y.; John Hancock; Travelers. Group 2—Berkshire; Franklin; Minnesota Mutual. Group 3—Bankers, Neb.; Northern, Wash.; Shenandoah.

Insurance material—Group 1—Reliance. Group 2—Northwestern National. Group 3—Bankers, Neb.

New L. A. A. Head Is Well Equipped for Post

C. Russell Noyes, the newly elected president of the Life Insurance Advertisers Assn., is advertising manager of Phoenix Mutual Life, whose advertising



C. Russell Noyes



A. M. Kennedy

department he has served since 1930. A charter member of L.A.A., he has been its secretary, treasurer, membership committee chairman, annual meeting chairman in 1943, and was advanced from the vice-presidency at Quebec.

University of Pennsylvania Man

He graduated from the Wharton School of Finance at the University of Pennsylvania and went with the B. F. Goodrich Rubber Co., first at Akron and later in retail management at Hartford. His present position, which he assumed last year, carries with it the status of company officer. Quiet, unassuming, but thoroughly competent, Mr. Noyes has a record of solid accomplishment and extensive experience in L.A.A. affairs.

Alan M. Kennedy, the new vice-president, is advertising manager of Northwestern National Life and wheel-horse in the L.A.A. He was secretary last year.

In Small Units

The Institute of Life Insurance has been shrewdly calling attention to something everyone in the life insurance business should bear in mind—that "misunderstanding and misinterpretation can turn the bigness of our business into something negative. The public is apt to distrust bigness unless it understands and appreciates the reasons for it and the uses to which it is put.

"Life insurance public contacts are largely up to the agent. Public concepts concerning life insurance stem in large part from the agent's continuing public contacts. Our 'billion dollar stories' are made up of millions of thousand-dollar stories. Essentially the bigness is good. The huge total of life insurance in force represents a great bulwark of protection and security for American families. The asset total means a great fund of work for the nation's 73 million policyholders and at the same time for the national economy. The premium total stands for one of the greatest thrift programs of all time. The benefit flow is self-evident, as a great stabilizing force to the community and a direct aid to millions of families.

"It is one of the agent's essential public relations roles—to state and restate to their clients how many small individual units made up the big figures."

• • •

THE PENN MUTUAL LIFE INSURANCE CO.

JOHN A. STEVENSON
President

INDEPENDENCE SQUARE, PHILADELPHIA

Zurich Life Plans Are Now Completed

Initial plans were completed last week for the organization of Zurich Life under New York law. This company will specialize in the writing of group life to complement existing Zurich facilities for writing group disability coverages. It will concentrate its activities in those states where Zurich General has developed strong group sales representation but where the life insurance companies with which Zurich has been cooperating for many years do not provide the life cover.

Zurich General has been writing group disability for many years and has developed a large volume of that business.

The need for additional facilities in handling group business, President Neville Pilling explains, is confined to a relatively small number of states. For that reason present plans are to enter Zurich Life only in New York and a few other states. Zurich General will continue its long-established policy of cooperating with life insurance carriers with

which it is now affiliated in the writing of group business. However, the addition of a life insurance company to its fleet will give the Zurich organization an opportunity for better service on risks crossing state lines which sometimes involve special licensing requirements and other legal technicalities.

Official Staff Elected

The present officers of Zurich General, Zurich Fire and American Guarantee also have been elected officers of Zurich Life. In addition C. C. Clarke has been named vice-president of the new company. He has been in charge of the Zurich group department for the past 10 years, having previously had many years of experience in the group life department of Sun Life of Canada, and he will be in charge of the expanded activities of the Zurich group organization.

The new company has a capital of \$700,000 and a surplus of \$350,000 and the entire stock is owned by Zurich General. The home office is located at 80 John street, New York, and the administrative office is at 135 South La Salle street, Chicago, where the headquarters of the other three companies are maintained.

Zurich has had especially close relationships with Sun Life, which is not operating in New York.

Albany Agency Head Loses License Over GI Program

The license of Howard U. Good, general agent at Albany for Empire State Mutual Life, has been taken up by the New York department because of alleged irregularities in connection with the on-the-job veterans training program that he operated. Empire State Mutual Life had no knowledge of the alleged irregularities and its agency arrangement with Mr. Good has been terminated. Licenses held by Mr. Good as agent of other companies have been surrendered.

The veterans training program was started in May, 1946, and terminated in September of this year.

It is alleged that in addition to the government allowances, the veterans were promised \$80 a month and 16 men were engaged on this basis.

Nine men employed by sub-agents received the full amount to which they were entitled, but the seven who worked directly for Mr. Good were required to endorse and return the \$80 monthly checks from Empire State Mutual to the agency, and these seven men accepted instead only the regular commissions earned. During the time of this arrangement the total commission earnings of the 16 veterans were less than \$900.

The seven veterans have now been completely reimbursed by Empire State Mutual in a total amount of \$4,273. This was the difference between the amount to which the veterans were entitled and actual payments previously made.

Attorney General Answers Pa. Housing Law Suit

HARRISBURG, PA.—Pennsylvania's new law to enable life companies to invest in real estate was upheld by Attorney General Chidsey in an answer filed with the state supreme court as an intervenor in a constitutionality test suit, brought by a policyholder of New York Life, on which the court will hear argument in Philadelphia Nov. 10.

Chidsey's answer says New York Life's charter and New York laws permit it to engage in housing projects, and investment in real estate "is a necessary part of its business" of maintaining its assets so that it can pay off its policies at maturity.

Honest Policyholder Trips Up Railroad Department Agent

The federal grand jury at Chicago has indicted Ray M. Morgan, railroad department agent for Pacific Mutual Life at Kansas City, Kan., for mail fraud charges involving \$2,000 in cashed checks issued to policyholders he falsely represented as entitled to sickness payments. The agent, who had represented the company for 17 years, had received the checks from the claim department at Chicago during the last two years. Instead of delivering them he cashed them himself. He was tripped up when one of the checks was mailed to a policyholder direct and was returned by the honest recipient on the grounds that he had not been sick.

Institute Reelects

NEW YORK—J. A. McLain, president of Guardian Life, was reelected president and other officers of Insurance Institute of America were reelected at the annual meeting here.

Supervisors Hear Ford

John Ford, director of field training of Pacific Mutual Life, gave the Life Supervisors Assn. of Los Angeles "A Home Office View of How to Become a Better Sales Manager."

He said that in Pacific Mutual, future

general agents will come only from supervisory ranks and in the complete responsibilities of a supervisor those of a general agent to recruit, duct and train men.

Home Life Names Manager in Rochester and Reading

Home Life of New York has named two managerial appointments in the east. R. N. Lyons becomes manager in Rochester. He joined the company 1938 as an agent there. He was 3½ years in the army air force.

E. L. Chase, formerly assistant manager of the Reading agency, has been made manager there. He joined Home Life in 1945 as an agent in Philadelphia but operating in the Reading area, attended Newark College of Engineering and the American Institute of Banking. Before joining Home Life he was with Republic Aviation Corp.

A. H. Roenthal, district manager of the Hoover company, will speak "The Three Factors that Determine Salesman" at the Nov. 3 meeting of the Fort Worth Life Managers' General Agents Club at the Blackstone hotel.



Our Agency Viewpoint

Commonwealth is dedicated to the proposition that life underwriting offers to the right man an opportunity for personal happiness and personal achievement unsurpassed by any other business or professional endeavor.

Commonwealth's management believes with deep conviction that, for the man or woman who is qualified, the career of life underwriting affords the greatest job satisfaction and the largest compensation relative to capacity of any career upon which a person may embark.

It is because of that deep-rooted belief that Commonwealth management and field force see eye to eye and forge ahead hand in hand. The Company's agency policy and agency consciousness; its agency contracts and its agency training programs—all combine to make the Commonwealth Career distinctive among careers in life underwriting.

Insurance in Force September 30, 1947 — \$334,446,536

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE • MORTON BOYD, President



LAST NIGHT WAS "BUTLER UNIVERSITY NIGHT" AT THE MEETING OF THE INDPLS. ASSOCIATION OF GA'S AND MANAGERS.

IT WAS A GREAT SIGHT the more than 50 boys plus two girls who have come to Butler from 14 states to prepare themselves for a career in our business.

IT IS IN THIS WAY that our new-man problem finally will be solved. If in the same way a boy decides to become a doctor or lawyer and prepares for his profession from the first day of undergraduate work, he decides to become a life underwriter, great gains will have been made.

THE MAJORITY OF THE BOYS AT BUTLER have fathers who are now in the business, many of them general agents. The Butler plan is sound, giving first a foundation in commercial subjects, then a major in insurance, and finally specialization in life insurance. Credit must be given to the Indpls. Association for having inspired the plan.

SUCH A PROJECT IS INDEED WORTHY OF CONSIDERATION BY OTHER LOCAL AND STATE ASSOCIATIONS.



PAUL SPEICHER
Managing Editor

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

October 31, 1947
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Ponder Non-Member Actuaries' Status in Proposed Merger

In view of the overwhelmingly favorable informal vote at the recent joint meeting in Quebec, merger of the Actuarial Society of America and the American Institute of Actuaries appears virtually certain, the only remaining hurdle of any consequence being the status of company men who are not fellows or associates of either organization but who, under the institute rules, can attend meetings if their companies belong to the institute.

Membership in the society is on an individual basis only and the question is whether in a merged organization the society's rule of permitting only members to participate in the meetings should prevail or whether some arrangement should be made so that actuaries who have not attained fellowship or associateship in either group can still participate as they have in the past at institute meetings.

Some Haven't Full-time Actuary

Many of the smaller companies do not have full-time actuaries who are members of either organization, or in a good many companies there may be a man who is a member but his work has become more administrative and perhaps he does not even attend actuarial meetings any more. This situation is no reflection on the actuarial ability of the men who do the actuarial work.

The usual explanation is that when a young mathematician graduates from a college with an actuarial course, and goes to work for one of the smaller companies he is so pressed with work that he has little time to study for the actuarial organizations' examinations. Larger companies in general have more ample staffs and while no actuarial department is a place for a lazy man it seems to be possible to find time after hours to do the necessary studying. In the smaller companies, on the other hand, the actuarial staff puts in a good deal of overtime, perhaps an extra three hours a day during December, January and February.

These actuaries who are not in either of the organizations are by no means lacking in actuarial ability, as society and institute members who are familiar with their work are quick to point out. If the merged actuarial organization should follow the actuarial society precedent of having no participants in its meetings except fellows and associates the unaffiliated actuaries would be without a forum. Some actuaries predict that in this event an organization would be formed to take care of their needs, either as an independent organization or possibly through the formation of an actuarial section of the American Life Convention.

A minor point that remains to be worked out in connection with the

merger is the type of meetings that would be held. For example, there is some sentiment in favor of conducting panel type discussions as was done at the Atlantic City joint meeting a couple of years ago. In this way actuaries who are interested in special fields, such as industrial, or group, can participate in discussions on their own specialties. Some believe that much time can be saved in this way without sacrificing anything of value.

The chief argument for the merger, of

course, is the elimination of duplicated work and overhead. For sometime the examinations and qualifications for both organizations have been identical.

A. M. A. Chicago Plans

The only feature of particular interest to life insurance men during the insurance conference of American Management Assn. at Chicago Nov. 18-19 is the period the afternoon of Nov. 19 when the subject is "Current Thinking on Employee Retirement Plans." The

chairman is Ivan L. Willis, vice-president of International Harvester. Truited plans will be discussed by Esmond D. Gardner, vice-president of Chase National Bank, and insured plans by Maurice F. Lipton, director of group annuities of Equitable Society.

Radio Insurance Agencies, California general agents for Constitution Life, have been licensed in Oregon as general agents for that company. J. L. Greenhouse is president.

Nourished by VITAMIN "S"

Starting from scratch in November 1945, State Mutual's Group Department has shown an almost unbelievable growth. Fed by Vitamin "S" . . . that's the sales vitamin compounded from a large volume of quality business received from many sources . . . its rapid rise is one of the outstanding organizational achievements in the Group Insurance field. For the first six months of this year, State Mutual Group Life sales were 106% of the sales for the entire year 1946.

With a complete line of coverage, streamlined accounting procedure, fast, friendly claim service and a sales organization on its toes, STATE MUTUAL IS DOING THINGS in the Group field as in others.

A 1947



BEST SELLER

STATE MUTUAL LIFE
Assurance Company
OF WORCESTER, MASSACHUSETTS
Incorporated 1844

In Mason's Role



President Paul F. Clark of John Hancock Mutual is shown officiating at the cornerstone laying ceremonies of the new 26-story addition to the home office building in Boston.

AN OLD COMPANY WITH A YOUTHFUL OUTLOOK

Income Indemnity Doesn't Reduce Hospital Tax Credit

WASHINGTON—Where a taxpayer receives payments under accident insurance contracts, designated in part as indemnity for disability and in part as indemnity for hospitalization, etc., the tax court has held that the taxpayer's medical expense was "compensated for by insurance", within the meaning of section 23 (x), internal revenue code, only to the extent that he received insurance payments specifically designated as indemnity for hospitalization, etc.

The decision was in the case of Robert O. Deming, Jr., vs. Internal Revenue Commissioner, which involved a portion of an alleged deficiency of \$143.13 in income and victory tax for 1943. The question was whether the commissioner erred in disallowing as a deduction the entire amount claimed for medical expenses during 1942, \$1,250.

At the time he was hit by an automobile, Deming carried standard form accident policies in three companies. He was paid during 1942 a total of \$7,011

by Hartford Accident, Midwestern Casualty and Sterling, including \$851 hospitalization, etc., and \$6,160 weekly disability. The commissioner disallowed deduction claimed in view of the \$7,011 received.

Deming conceded his medical expense for 1942 was compensated for by insurance by \$851 received on account of hospitalization, etc. The tax court holds that amount represents the full extent to which he received compensation through "insurance or otherwise" for his expenses "for medical care." It also held that \$1,266 of Deming's 1942 expenses for medical care was not so compensated for, and that the commissioner erred in not allowing a deduction therefor computed in amount as limited under paragraphs 1 or 2 of section 23 (x).

Philadelphia Council Meets

The Pennsylvania community property act was discussed at a dinner meeting of the Philadelphia Life Insurance & Trust Council Oct. 30. Speakers were John W. Bodine, of Drinker, Biddle & Reath; C. Clothier Jones, Jr., Penn Mutual Life; J. L. Weatherly, John Hancock Mutual Life, and John Williams, Provident Trust Co., M. M. Kallman, Connecticut General, was moderator.

Penn Mutual Briefs General Agents on Rate, Policy Changes

Penn Mutual Life has just completed a series of six conferences to train all its general agents on rate changes, values and new policy provisions which will be effective Dec. 1.

Two groups representative of agency and actuarial departments carried the story to the general agents so they could in turn effectively present it to their agents. In 10 hours of concentrated study they were given a course of instruction which included a historical review of rate changes in the past 100 years, a survey of the conditions which make changes desirable, the new rate book and illustrations, new policy provisions and application forms. At the end of the sessions a 54-page textbook was distributed to be used by general agents in training their underwriters.

Two meetings were in Philadelphia and others in Atlanta, Fort Wayne, Kansas City and San Francisco. The western meetings were conducted by Eric G. Johnson, vice-president; E. Paul Huttering, 2nd vice-president; Charles E. Rickards, associate actuary; Urban F. Quirk, assistant vice-president, and A. M. Royal of the agency department. Wallis Boileau, Jr., 2nd vice-president; M. Louis Johnson, 2nd vice-president and actuary; W. J. Probst, assistant to the vice-president, and Harry P. Johnson of the agency department were in charge of the eastern and southern meetings.

Based on CSO $2\frac{1}{2}\%$ Table

The new rates and values will be based on the CSO mortality table with interest at $2\frac{1}{4}\%$. Cash values will equal the full level premium reserve at the end of 10 years or after all premiums have been paid, if sooner. The general result is an increase in gross premiums. However, the increase is not uniform. It varies by plan and by age. There are some decreases in gross premiums at the extreme young and old ages. No changes have been made in single premium annuity, deferred survivorship annuity or double indemnity rates.

The guaranteed rate of interest on Options A, D, and E will be 2%. Options B, C, FR, G, and H remain unchanged except for a minor adjustment in Option B at older ages. Maturity values for retirement income policies have not been changed.

The policy contract has been completely revised and the numerous changes include:

- Non-deduction of fractional premiums in the year of death. The new factors are .5125 for semi-annual, .2625 for quarterly and .08875 for monthly.
- Automatic premium loan provision is included in the policy and may be made operative by proper notation in the application.

Dividend Provisions

- Dividends. Payable at end of first year, the first year dividend is, however, contingent on the payment of the second year's premium. Guaranteed interest rate on dividend accumulations is $2\frac{1}{4}\%$.
- New ownership clause. The owner is named on the first page of the policy and consequently no special policy is needed in absolute owner cases.
- Disability annuity. The income disability provision will provide premium waiver to age 60 although the income will not be paid for disability occurring after age 55.
- Air-travel. The new disability and double indemnity provisions give protection for passenger flying of any kind on any type of plane.
- First year values are available on many contracts.

Fifteen year optional term contracts issued at age 30 and over, and 20-year optional term contracts at all ages of

issue together with the corresponding balanced protection and convertible come term riders will contain cash extended insurance values.

A new child's protection agreement will be issued which provides for waiver of premiums to age 25 in event of death or disability of the payer of premiums.

Specimen rates effective Dec. 1 on principal forms are:

Age	Ord. Life	20-Pay. Life	20-Yr. End.	Ret. Inc. 65—Male
5	\$13.62	\$24.06	\$50.00	\$19.93
15	16.69	25.17	50.31	25.70
25	21.35	33.63	51.31	34.91
35	28.46	40.77	53.52	50.77
45	39.88	50.75	58.52	82.81
55	59.12	66.61	70.14	177.31
65	93.49	96.47	97.33

Need Long-Term Bond Tables with $\frac{1}{8}$ -Point Steps

With low yield bonds being sold a much longer term basis than formerly there is a need for bond tables showing yields at intervals of one-eighth of a percent. Published tables now go up to only years on a one-eighth basis. Financial Publishing Co. of Boston, the principal supplier of bond tables, is working tables that will go beyond 15 years is so swamped with work that it will be quite a while before anything beyond 15 years will be available.

These tables are used in valuing bonds in selling them, checking them, amortization, and invoicing bonds purchased. Bonds are sold on a yield price rather than the quotations in the bond market. Consequently when they are purchased it is necessary to determine if the price in dollars produces the agreed upon yield.

The necessary computations can be made by the actuarial department in many companies the whole job handled in that way. However, a number of companies have found it simpler to use the bond tables and dispense with the actuarial calculations.

As a special inducement to join our sales force, we offer you our one and only:

Square deal

Agency Contract

No trick clauses; no special advantages; no exorbitant promises. But every opportunity to build a dependable financial future.

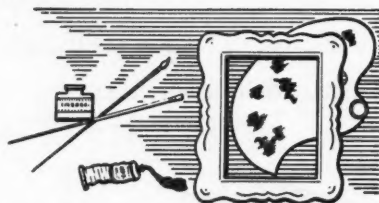
Call or Write

Guardian Life Insurance Company

Madison 1, Wisconsin

FIDELITY

THE COMPANY BACK OF THE CONTRACT



BALANCE MAKES THE PICTURE

MASTER works in Art represent the ultimate in careful selection of subject, composition, tone and hue, each arranged to aid and complement the other. It is this balance in Art that distinguishes the great from the mediocre.

Though the values differ, the same principles of balance apply to Life Insurance. Farsighted policies that make for consistent growth, a wide offering of contracts, respect-commanding size . . . these and many other factors must be combined to make a well-balanced life insurance institution.

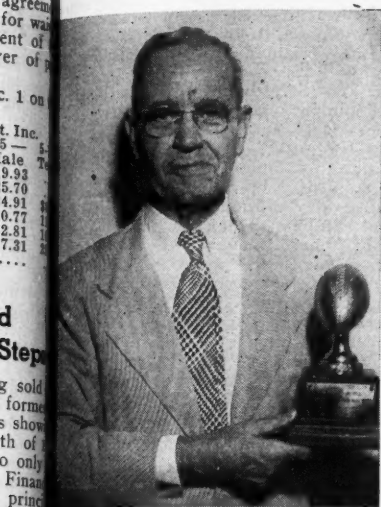
Fidelity is a well-balanced company.

The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA



Honor Gordon Campbell for N. A. L. U. Quotes Revenue Official on June 18 Ruling



Gordon H. Campbell, of Campbell & Vineyard, general agents for Aetna Life in Little Rock, received a special award from the Arkansas Athletic Officials Assn. at its annual meeting. A gold football emblem was presented to Mr. Campbell, with an inscription thanking him for "outstanding service to amateur athletics" in Arkansas. For 25 years Mr. Campbell was reelected each year as president of the association, serving as football referee and umpire himself until recent years but until two years ago he continued to serve in an official capacity with the organization activities. The activity has grown to a point where more than 300 coaches and officials attended this year's meeting, held in Conway, Ark.

S. Ray to Develop Texas Business for Metropolitan

John S. Ray, assistant vice-president of the field management division of Metropolitan Life has been appointed assistant superintendent of agencies in charge of developing business in Texas. His headquarters will be in Dallas. Since joining Metropolitan as an agent in Greensboro, N. C., Mr. Ray served as assistant manager there, member of the same office field training division, and manager in two New York City offices before becoming assistant vice-president.

Life & Casualty's Head Retired at 50-Year Mark

NASHVILLE—More than 500 leaders in political and business life, headed by Governor Jim McCord, attended a banquet at which A. M. Burton, founder and president of Life & Casualty Insurance Company of Tennessee, was honored on his 50th successful years in business. Beginning with \$2,000 of his own money and \$20,000 borrowed from associates, Mr. Burton established a life insurance business that in 44 years has grown to 2,000,000 policyholders and 1,000 employees. First employed by Life at St. Louis, Mr. Burton was offered the job of assistant superintendent at 21 years, but asked for time to grow a mustache to give an appearance of maturity.

A. Craig's Tribute

C. A. Craig, former president and member of the National Life & Accident Assn., said of Mr. Burton, following the retirement of another speaker that Mr. Burton has already contributed \$1,000,000 in cash to local educational institutions: "His life, his means, and his efforts have all been directed toward the betterment of his fellowmen." In his brief talk, Mr. Burton gave great credit for his accomplishments to his wife and his long-time secretary, Miss Era Ammons.

N. A. L. U. Quotes Revenue Official on June 18 Ruling

Endeavoring to clear up the confusion caused by the internal revenue bureau's letter ruling of June 18 on estate taxation of partnership insurance, National Assn. of Life Underwriters has issued a release giving the full text of Deputy Commissioner Bliss's reply to N.A.L.U.'s inquiry. Bliss's letter states that "statements in the published letter were in response to a request for information as to the application of the estate tax law to the particular situation described in the letter of inquiry to the bureau. Therefore, the published letter was not intended to indicate any change whatever in the estate tax regulations, published rulings, and decisions."

The letter ruling dealt with taxation of policy proceeds where premiums had been paid by the surviving partner in consideration of premiums paid by the decedent.

Western of Mo. in New Home

Western Life of St. Louis has moved into its new home at Kingshighway and Raymond avenue. The new offices are in a modernized three story brick mansion which provides an employees' lounge and lunchroom.

Says Public Wants Only Well-Trained Producers

Public willingness to support the agency system will continue only while compensation is limited to well-trained and efficient agents, said Osborne Bethea, general agent of Penn Mutual, New York City, addressing the New York Life Underwriters Assn. Certainly the inept agent is overpaid and submarginal, inefficient representatives should be eliminated. He urged insurance leaders to strive for the elimination of agents and managers who are failing to build quality agents and quality agencies.

Deploing any tendency of agents and agency heads to feel that their interests are not parallel, he said that what is good for the agent is good for the manager and that the two should be fighting together for aims that are good for the business.

Survey Shows 167 Insurers Are Changing to C.S.O. Basis

One hundred sixty-seven U.S. life companies, representing 96% of total life insurance owned, intend to adopt the C.S.O. mortality table, the Institute of Life Insurance reports. One hun-

dred fifty-one of these expect to have completed the change by the end of the year. These figures cover the 174 companies responding to a survey made by the institute. Of the 174 companies, seven have not yet taken definite action.

At the same time, the majority of the companies are changing the guaranteed rate of interest to be used in computing reserves, to bring them more in line with the lower interest rates available on invested policyholder reserves. While only 14 of the companies answering the survey used interest rates under 3% last year, by Jan. 1 nearly two-thirds of them expect to be using 2 3/4% or less and several will be using 2 1/4% and even 2%.

Form N.O.M.A. Chapters

S. A. Reisenman, secretary of Security Life & Accident of Denver, chairman of the admissions committee of National Office Management Assn. and W. H. Evans of Philadelphia, national secretary, are holding a series of organization meetings in Pueblo, Colorado Springs, Albuquerque, and El Paso.

It is the intention of N.O.M.A. to organize a local chapter in each of these cities. It now has 92 local chapters in the leading cities of the U. S. and Canada, with a total membership of about 8,000.

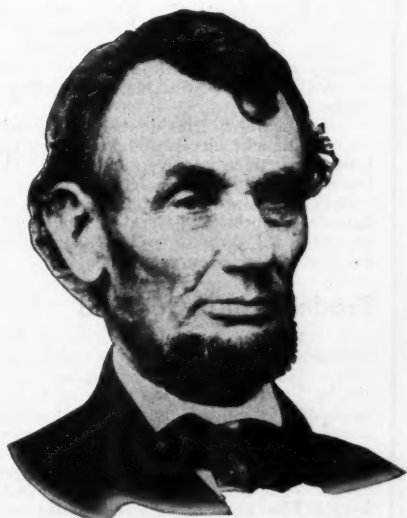
FLEXIBLE FAMILY INCOME

The LNL Family Income Plan helps the LNL man meet his prospect's needs, because it is flexible.

- (1) The special F.I. rider may be added to *many* types of LNL policies, including retirement plans.
- (2) A *clean-up fund* may be provided or omitted, as desired.
- (3) The plan may provide a monthly income of *either* \$10 or \$15 per \$1,000 of principal contract. This unusual feature allows 50% more income for the same amount of basic contract.

The flexible service which LNL men can offer through this Family Income Plan provides another reason why the recent Job Satisfaction Study showed exceptionally high satisfaction among representatives of The Lincoln National Life Insurance Company.

LNL is geared to help its field men.



Its Name Indicates Its Character

The
LINCOLN NATIONAL
LIFE INSURANCE COMPANY

Fort Wayne 1, Indiana

OPPORTUNITIES NOW

...under our profit-making Q-V-S Contract....for men who can produce in

Colorado

Trinidad
Grand Junction
Colorado Springs
Pueblo
Walsenburg

Kansas

Dodge City
Wichita
Topeka

Nebraska

Lincoln
Grand Island
Omaha
Hastings

Wyoming

Rock Springs
Laramie
Casper

Write to

HAROLD B. WENDELL
Director of Agencies

THE CAPITOL LIFE
Insurance Co.
DENVER — COLO.

WHEN "EXCELLENT" IS THE RIGHT WORD

According to the dictionary, EXCELLENT means "choice, admirable, eminently good, select, excelling."

The Indianapolis Life Insurance Company congratulates the N.A.L.U. on the EXCELLENT record it has made through the years. Its growth in membership, emphasis on quality men and quality business, its usefulness and service in many phases of the business, merit high commendation.

With over \$188,000,000 of insurance in force and a long record of high persistency of business; with over \$50,000,000 of high quality assets; with new business setting new records; with an exceedingly well-trained and well-equipped field force who are career underwriters earning substantial incomes; with its emphasis through 42 years on Quality, Service and Safety, we believe the word EXCELLENT is also the right word to describe the Indianapolis Life.

Indianapolis Life Insurance Company

An Old Line Legal Reserve Mutual Company
Organized in 1905
Indianapolis 7, Indiana

Operating in Indiana, Illinois, Ohio, Michigan, Minnesota, Texas and Iowa

A. H. Kahler
Second Vice-President
Supt. of Agencies

Edward B. Raub
President

Goodmanson Heads Cal. A. & H. Assn.

(CONTINUED FROM PAGE 2)

"If we succeed, other states will use our system as a pattern."

What Agent Owes Business

At the afternoon session, Walter McKee, Connecticut General, president Los Angeles Accident & Health Underwriters Assn., speaking on "What Do We Owe Our Business," likened accident and health men and women to doctors, and said they must share their methods just as the doctors do. The buyer must know what he is buying. "We must never sell a 'trick' policy. Do not oversell or undersell a client. Treat your clients justly but see that your company is not cheated. We should belong to and support our national, state and local associations. Our help is needed to combat crack-pot legislation. We must strive to have a voice and power in all legislatures."

H. R. Van Cleve, Massachusetts Mutual Life, talking on "Are You an Executive," said there are four things that all successful men have in common—a keen desire to succeed, liking people, desire to become a good executive, and time. He said the reason most men fail is that they have a one-man store and carry on all departmental work themselves. To build prestige, he said, one must see the right kind of people. He declared that ability to change plans shows executive ability.

Selection Institute Adds Seven More Companies

The Institute of Home Office Underwriters has admitted to membership the following companies and individuals: Unity Mutual L. & A., R. W. Lange; Independence L. & A., H. W. Stodghill, Jr.; Inter-Ocean, Fred Katuzman; Columbian National, Henry W. Cook, Jr.; Scranton Life, R. J. Weichel; Sun Life of Baltimore, N. Richard McDonnell; Continental American Life, Thomas W. Reed. The roster now includes 176 companies.

The executive committee has appointed W. R. Harrison, Security Mutual of Binghamton, chairman of the committee to cooperate with a similar committee of H. O. L. U. in education, training and examinations. On this committee are Vernon Cox, Continental Life; Walter Fritz, Capitol Life; Frank A. Johnson, Ohio National, and Emmett Russell, Jr., Life & Casualty.

An executive committee meeting will be held in January to appoint other committees and to discuss plans for the annual meeting.

Form San Diego Chapter

A C.L.U. chapter has been instituted at San Diego, Cal. Martin Scott, Los Angeles, vice-president of the American Society of C.L.U., was in charge. John P. Williams of the American College spoke.

Officers were: President, Lara Good, John Hancock; vice-president, James H. Conyne, Prudential; secretary, John H. Goodwin, Equitable Society.

Bruce E. Bare, president of the Los Angeles chapter, and Gerald Page, western regional director of the American Society, extended greetings.

Trade Group Covered

A total of 360 member firms of the Automotive Trade Assn. of Virginia are now covered under a group policy written by Prudential, it was reported at the association's annual convention at Richmond. The policy provides life coverage up to \$5,000. It also provides health, accident and hospitalization coverage. The association has 1,004 members. The number covered under the policy is expected to be increased substantially by the time of the next annual meeting, it was stated.

Mutual Benefit's Top 25 Producers Meet

National Associates, an organization of the top 25 producers of Mutual Benefit Life, will hold a two-day meeting at the Shoreham Hotel in Washington Friday and Saturday. Company officers will join in a round table discussion of successful sales plans. Max Matson of Cleveland, president of the group, will preside.

President John S. Thompson will attend Friday morning's meeting and Paul Stillman, chairman, and Arthur Walsh, board member, will join the associates and their wives at dinner Friday night. Other officers who will attend include Dr. Walter A. Reiter, vice president; H. Bruce Palmer, superintendent of agencies; Richard Pille, associate superintendent of agencies; John J. Magovern, Jr., associate counsel; and Miss Mildred F. Stone, director of policyholder services.

Girard Plans Conferences

Need selling and what it means to agents and prospects will be discussed in a series of two-day sales conferences to be conducted by Girard Life in December. The selling process and work organization also will be taken up.

Conferences are planned for Philadelphia Dec. 11-12, and Mansfield, O., Dec. 18-19.

Fete Butler at Wheeling

WHEELING—David S. Butler, West Virginia insurance commissioner, made his first official visit here Oct. 24, and was honor guest at a "Commissioner's dinner."

Sponsoring groups were Wheeling Assn. of Insurance Women, Wheeling Board of Underwriters and Wheeling Life Underwriters Assn.

Cleveland Agency Meets

The Cleveland agency of Northwestern Mutual Life held its annual meeting Oct. 25 with about 50 in attendance. Ray J. Dolwick, general agent, presided.

**ORSON
WELLS**



NOT ONLY AN ACTOR...

But Director, Producer, and writer... a VARIETY of talents that make him an outstanding figure in the theatre, movies and radio.

VARIETY IS THE SPICE OF LIFE Insurance selling, too!

MULTIPLE LINES

LIFE AND ENDOWMENTS

Annual—Single Premium

SALARY SAVINGS

ANNUITIES

Annual—Single Premium

Immediate & Deferred

PENSION TRUSTS

GROUP

Comprehensive Coverage

ACCIDENT & HEALTH

Hospitalization

YOU'RE ALWAYS IN BUSINESS WITH

GENERAL AMERICAN LIFE
INSURANCE COMPANY

WALTER W. HEAD, Pres. ST. LOUIS, MO.

Dr. A. J. Robinson Is New Medical Directors Head

(CONTINUED FROM PAGE 1)

Dr. Robinson was in Toronto until he joined Connecticut General Life Insurance Company organization in 1924. He was appointed assistant medical director in 1925, medical director in 1932, chairman of the underwriting committee in 1941, and vice-president and medical director in 1943. He was chairman of the Medical Section of the American Life Convention for 1941.

Gear Material to High Grade Agents: Jenkins

(CONTINUED FROM PAGE 3)

Northwestern National agents' service calls and finding them woefully weak, the agency department devised a planned service call built around a visual service piece, like many visual pieces designed to get effective, planned sales contacts. The piece was an instantaneous and popular success and it is one of the company's most popular pieces of literature today. This is a field where not one-tenth the ingenuity has been used which has been used on new sales literature and it is a field where the agent, and especially the established agent, faced with rising lapse, needs and will welcome help, he said.

Prestige Should Be Enhanced

Mr. Jenkins urged that the companies do all they can to strengthen the current recognition of the agent as a professional worker. He said that if the forces which will be working against further progress in the agent's welfare are permitted at the same time to undermine his dignity the companies will earn his resentment and perhaps even the open animosity of some of his more outspoken and aggressive leaders.

Recently Mr. Jenkins asked Jul B. Baumann, general agent of Pacific Mutual Life in Houston and president of the National Assn. of Life Underwriters whether the traditional cordial relations between home offices and field men have deteriorated any in recent years or are likely to deteriorate more over the years ahead. He said that Mr. Baumann took time to think the question over and later gave him this answer: "Where management has been frank and has met openly and fairly the problems posed by their agents and where agents have done likewise with management, present relations are the best they have ever been. Where that is not true they may not be as good as they would like to have them be."

Pep Talks Not Enough

Mr. Jenkins said that the boiler plate pep talk, the die-for-old Rutgers spirit and the reliance on 50, 75 or 100 years of distinguished history to satisfy the agent on the worth of the management is still acceptable background music to any agent's ears but said that the agent, like the policyholder, is entitled to frankness as well. He recommended meeting issues squarely, even though in meeting them the agent might be disappointed. He should be told in plain words what agency policies are. As an example, Mr. Jenkins cited the question of mass selling as opposed to employe group selling and said he did not know what the answer should be but believed the companies should get at the facts as fast as possible and then give a clear articulate answer, whether it be good news or bad from the agent's viewpoint.

Another recommendation made by Mr. Jenkins was to establish and enlarge market research facilities and studies with a view toward finding a relation between the number of men who can be put into the field and the available market in which they can survive. This was the theme of his recent talk at the American Life Convention Agency Section meeting. He pointed out that advertising men have for years been among the moving spirits in the development

of modern market research techniques and that aside from the value of market research in helping solve agency problems it can be of inestimable value in space-buying, in finding sound copy themes and in otherwise making the advertising dollar more productive.

Prudential Liberalizes Terms in Shift to CSO

(CONTINUED FROM PAGE 2)

\$3,000 will be issued at ages 10 and over. The 20-year endowment policy also will be available in amounts of \$250. (In New York at ages 0-4, either a \$500 ultimate amount policy or a \$1,000 ultimate amount policy will be issued). Due to legal limitations, it will not be possible to issue the \$1,000 ultimate 20-year endowment on a child less than six months old. The \$250 or \$500 ultimate 20-year endowment, however, may be written at age 0. In any case, where an ultimate amount of \$1,000 or more is applied for on the life of a child under age 10, the applicant must have at least three times (in New York four times) as much insurance on his own life as the total carried and applied for on the child's life.

The maximum amount of intermediate-ordinary insurance permitted on any one life at ages 10-66 will be \$3,000; maximum, however, will be reduced by any amount of intermediate monthly premium insurance in force and dated after Dec. 31, 1946.

The "maturity" disability benefit now included in present intermediate monthly premium policies which provides for waiver of premiums and payment of face amount of insurance in quarterly installments over a period of 10 years will be included in the new intermediate-ordinary policies. Minimum age for this disability cover has been reduced to 5 years.

The accidental means death benefit will be included in the new policy and will be effective from the insured's fifth birthday.

The same settlement options which are provided in regular ordinary policies will be available under the new intermediate-ordinary policies subject to the usual limitations of amounts.

The provision for an allowance where premiums are paid yearly in advance has been included in the newly policy forms.

Industrial Policies

Premium rates for industrial policies remain unchanged except for minor adjustments at younger ages where graded benefits under policies issued on the 5 cent unit basis have been increased. At age 1 next birthday, the amount of insurance in the first policy year has been set at \$25 per 5 cent weekly premium. This amount increases by 25 each year until the ultimate amount of insurance has been reached. On policies issued at age 1 the full amount of the first year benefit will be paid in event of insured's death at any time within the first policy year.

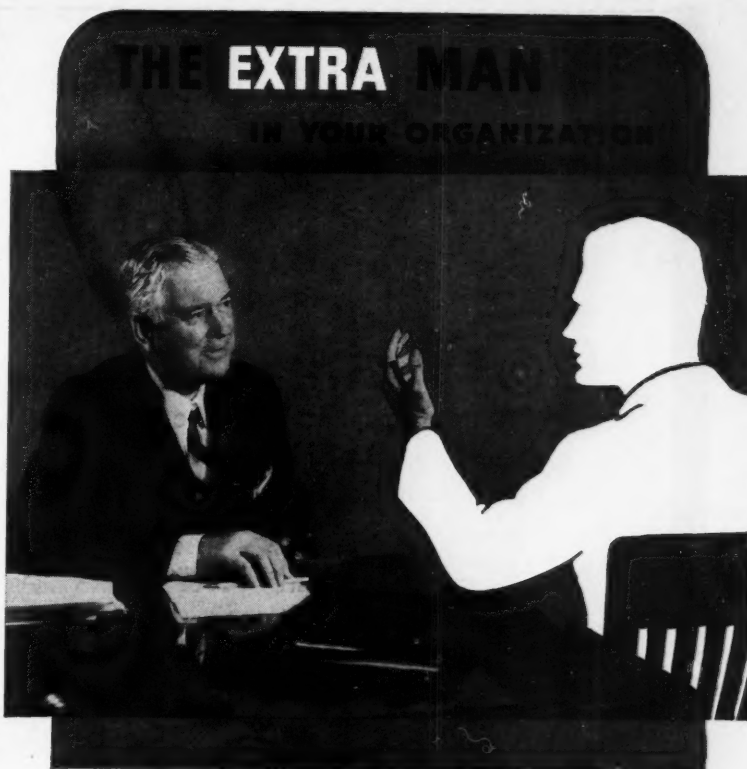
As in the case of ordinary policies and the new intermediate-ordinary policies, non-forfeiture values on industrial policies are being increased in many cases and the full reserve will be allowed as a cash value after 15 years. These values are based on the 1941 standard industrial table with 2½% interest.

Industrial policy forms also have been revised. The accidental means death benefit will be effective at age 5 and will continue throughout the life of the policy rather than until age 70 as at present.

A new industrial endowment at age 60 policy has been introduced, available at ages 10 to 39, next birthday, in all states except New York. The whole life paid-up at age 70 industrial policy will be written at ages 31-60 only, but the whole life paid-up at age 65 policy will be available at ages 1-44.

November Is "Edmondson Month"

Manhattan Life has designated November as "Edmondson Month" in honor of Vincent Edmondson, agency vice-president. A goal of \$6 million submitted business has been set up.



Just what does Connecticut General's "extra man" offer to a busy brokerage office?

Take your own office . . . perhaps this morning you would like a sales presentation to show a client on a 10 payment retirement insurance contract with all premiums discounted . . . or the answer to a technical question on a pension plan . . . your Connecticut General man would have it in your hands promptly. The saving in your time is obvious. Our service for brokers has one aim . . . to bring to bear on a broker's problems every facility of the Connecticut General organization, including underwriting, actuarial, legal and other specialized advice available through its Advisory Bureau. It is a service worth investigating . . . to obtain it, you need only call your nearest Connecticut General office.

**CONNECTICUT
GENERAL**

LIFE INSURANCE COMPANY
HARTFORD, CONNECTICUT



**BETTER SERVICE
THROUGH BETTER MEN**
LIFE INSURANCE, ACCIDENT AND
HEALTH INSURANCE, SALARY
ALLOTMENT INSURANCE AND AN-
NUITIES. ALL FORMS OF GROUP
INSURANCE AND GROUP ANNUITIES

REINSURANCE

LIFE — ACCIDENT — HEALTH



ALLIANCE Life INSURANCE COMPANY

Ray E. Button, Reinsurance Director

Chicago

A Light at 28

The sun had gone down and the purple of dusk was turning to the dark of night. A middle-aged man, smoking his pipe contentedly, walked down tree-canopied Shady Lane.

As the man passed number 28, he saw a light come on in the living-room. It was a cheerful light that, somehow, seemed warmer than any of the lights in neighboring windows.

The man often walked down Shady Lane and every time he saw that light in the window he felt the same glow of satisfaction. It meant that all was well within. Mrs. Allen had put her two children to bed and had settled herself for an evening of sewing or reading. Later some friends would probably drop in.

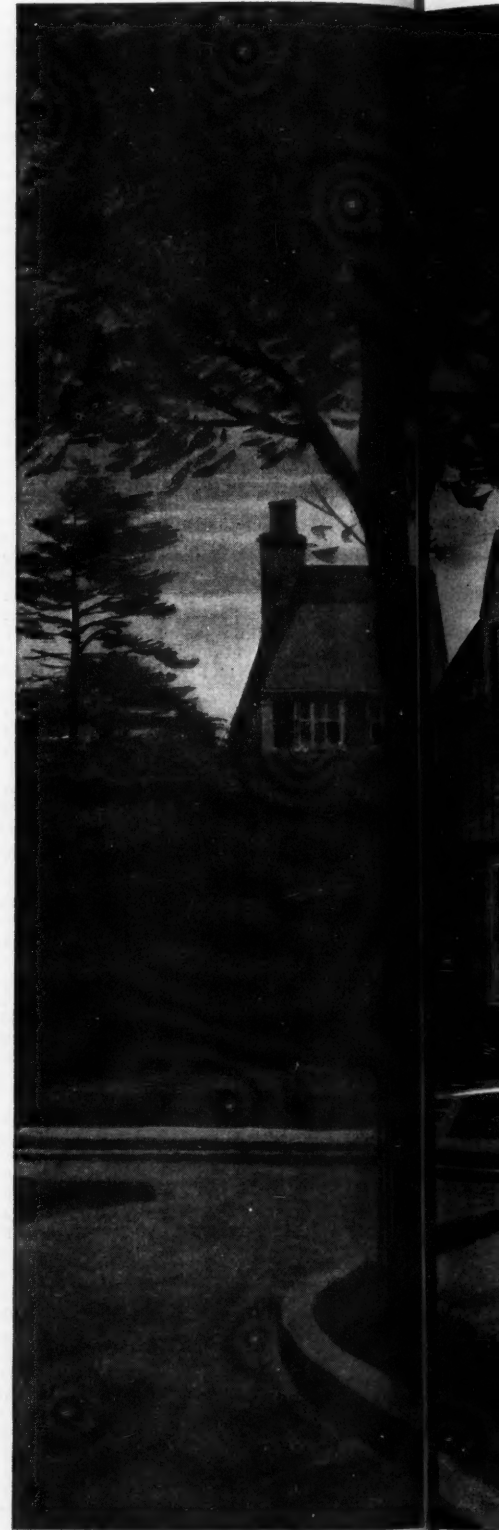
Yet how different it might have been. The woman was alone with two children, but hardship had not moved in with them.

The man in the street was a modest man, but he could not help feeling that he had played an important part in this story. He remembered the night he had persuaded Mr. Allen to take the step that had meant so much to his family just three years later. He could not help but feel that, if Mr. Allen could somehow be walking with him tonight, he would put a hand on his shoulder and say a simple, "I'm glad you came over that night."

The man walked on, thinking back upon his own life. He had been a New York Life agent for fifteen years and often—like tonight, for instance—he felt that he had chosen the best possible career for himself. He whistled softly as he turned off Shady Lane and headed toward home.

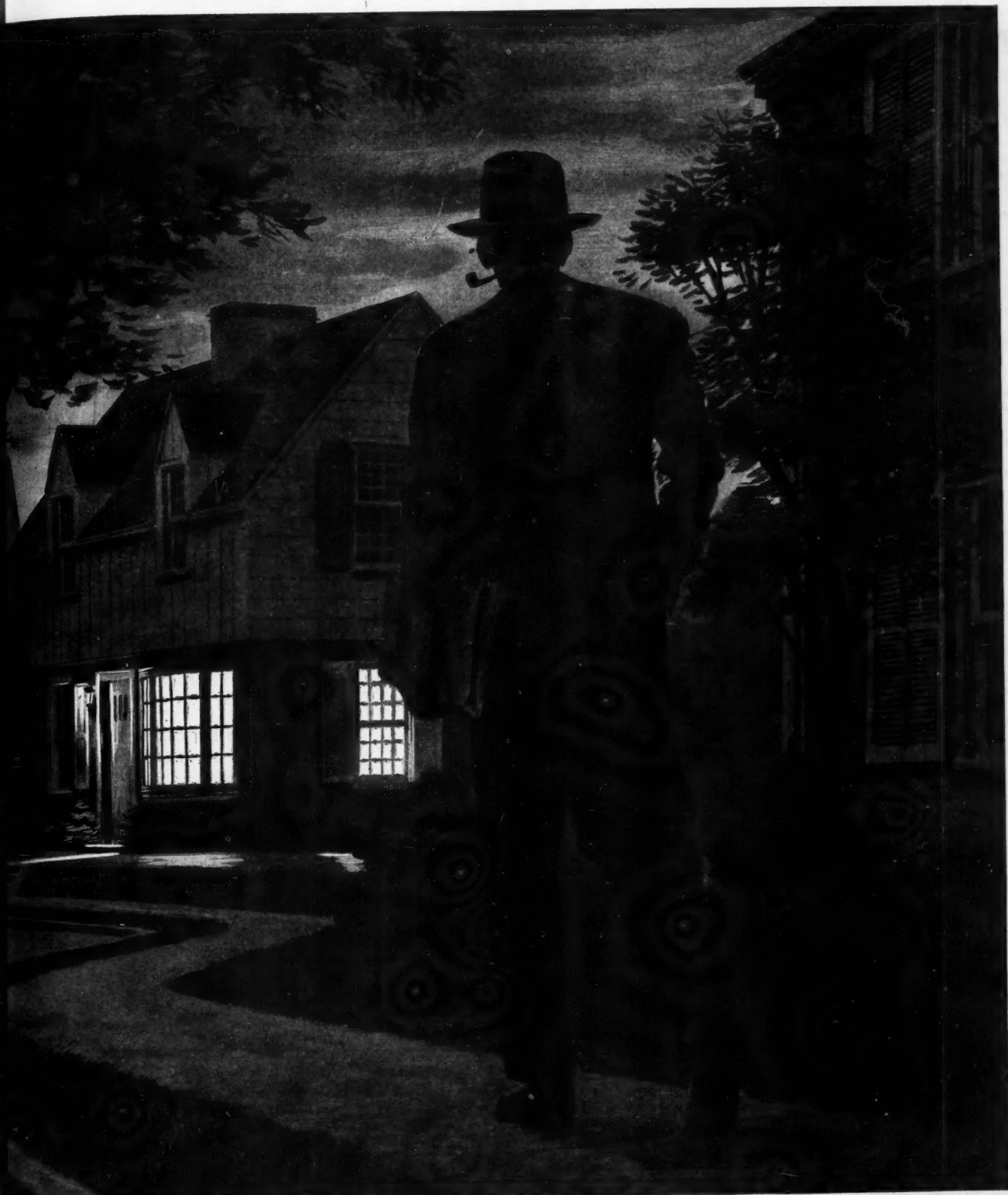
NEW YORK LIFE
INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.



THE NEW YORK LIFE AGENT IN YOUR COMMUNITY

at 28 Shady Lane



COMMUNITY IS A GOOD MAN TO KNOW

EDITORIAL COMMENT

Riding a Horse But Looking Backward

A remark was made by the general agent of a life company who was commenting on another company than his own that the president was riding horseback but his face was always turned backward. He said that he took cognizance of everything that he could see from the rear view but he failed to see what was ahead.

This observation might be taken to

heart by some who seem to lack vision and the faculty of being able to discern what is ahead. This requires a certain amount of imagination as well as keen sight. Executives who have developed the ability to see the troubles ahead before they are actually encountered have a decided advantage in adjusting themselves to meet and overcome obstacles that may be considerably far away.

Difference in Two Sets of Producers

General agents operating in a locality where there are brokers or part time men see the difference between the two groups when it comes to a period of difficulty in securing new business. The full time men can be stimulated and encouraged and they will put their shoulders to the wheel and energize themselves while the broker or part timer who is not responsible for any special work can feel no obligation to his organization and will not work so hard.

The full time men who are on the job all the time and working in the regular

way do not show very much change when times are dull. This shows the difference between two sets of men. It simmers down to the fact that one group feels a sense of responsibility and they consider it their duty to keep up the good work. The others have no set obligations and they are devoid of a sense of personal responsibility. They cannot be appealed to with any degree of success. The full time men feel ashamed when they are not keeping up with the procession. The others do not have any procession with which to keep step.

PERSONAL SIDE OF THE BUSINESS

Robert G. Richards, former advertising manager of Home Life of New York, and from 1927 to 1938 agency secretary of Atlantic Life, has resigned as advertising manager of American Installment Credit Co. of New York City to become an assistant professor at Florida Southern College, Lakeland, where he is teaching history and economics. His son, William, is a freshman there. A C.L.U., Mr. Richards is in charge of the C.L.U. weekly study course for parts A and B sponsored by the Tampa Life Underwriters Assn. He was with the Livemore & Knight advertising agency in Providence from 1938 until he joined Home Life in 1944. He left the latter in 1946 to go with the finance company.



R. G. Richards

John G. Ciciarelli, resident vice-president of Mutual Benefit Health & Accident Assn. and United Benefit Life in Hawaii, put in a plug for statehood for the islands on a visit to the home office at Omaha.

President Leroy A. Lincoln of Metropolitan presented to Glen J. Spahn, second vice-president in charge of the Canadian head office, a medal for 20 years of company service. The emblem was presented at a buffet supper at-

tended by many of Mr. Spahn's fellow officers and by a group of district office managers, two from each territory, who were in New York for a home office management conference.

Dr. L. B. E. Oliver, medical referee for Equitable Society in Chicago, caught two large muskies on his recent fishing trip at Crowley Stone Lake, Wis. One was 23½ inches long and weighed 44½ pounds. The other was 20½ inches long and weighed 41½ pounds.

H. Martin Tenney, vice-president of the Connecticut Mutual, has been named chairman of the Hartford chapter of American Red Cross. He succeeds Robert K. Metcalf, secretary of Connecticut General.

Alexander E. Patterson, president of Mutual Life, has been elected a board member of the National Industrial Conference Board, an independent and non-profit institution for research and education in the fields of economics and business.

Warren F. Coe, general agent of Penn Mutual at Oshkosh, Wis., has been reelected president of the chamber of commerce there.

President George Willard Smith of New England Mutual Life has been elected a trustee of the New England Museum of Natural History.

Edward Gehrlein, agent at the district office in Erie, Pa., was honored at a banquet on his 25th anniversary with Western & Southern. C. M. Williams, executive vice-president, Mrs. Williams

and I. E. Capehart, superintendent of agencies, were on hand.

Herman A. Zischke, Chicago general agent of the Union Central Life is a busy man these days. He was one of the first men to become interested in pension trusts and became expert in that line. He still maintains a warm interest in the subject, and most of his time is spent out of his office conferring with prospects for pension trust or other pension and retirement plans. He has experts in his office who look after the details. At his home in Highland Park, Ill., he is president of the Highland Park Public Library and has done much to enlarge its scope. He has organized the "Friends of the Library" and through that medium was able to secure a large number of books. He is chairman of the finance committee of the Union League Club, last year being chairman of the member activities committee. He is now deeply interested in the "Great Books" movement taken up by the Round Table Club at the Union League, being a co-leader in one of the groups.

Walter E. Watt, veteran Cleveland agent, who is also general agent of Girard Life, became a grandfather recently when a daughter was born to his daughter, Mrs. Wilford M. Beck. The child has been named Connie Lee.

Edmund T. Minne, assistant vice-president New York Life observed his 50th anniversary with the company.

Vice-president James L. Madden of Metropolitan Life has been elected treasurer of New York University.

DEATHS

W. Gordon Erskine, 69, active in the life insurance field at Memphis for many years and former general agent of Reliance Life, died there.

E. T. Ralphs, former general manager of Beneficial Life, died at Salt Lake city from a heart attack while teaching a Sunday school class. He also at one time was director of agencies for Continental Life of Utah, prior to its removal to St. Louis.

Mr. Ralphs, a native of Utah, was active in L.D.S. church affairs and was a missionary in the eastern states. He was named general manager of Beneficial Life in 1926.

In 1936 he formed the Ralphs Motor Co. in Logan, where he resided until 1944 when he returned to Salt Lake city.

William H. Cobb, 67, for 30 years a representative of National Life at Cincinnati, died there. He had been ill more than a year.

Frank J. Marshall, 60, auditor of Bankers Life of Nebraska for 40 years, died at Lincoln after four months' illness.

T. F. Keer, 80, Glen Ridge, N. J., former co-manager of the northern New Jersey ordinary office of Prudential, died. He entered insurance with Edward Van Vliet, with whom he was co-manager when he retired 10 years ago. He was the first president of the Northern New Jersey Life Underwriters' Assn.

S. B. E. Seese, 80, prominent in the

life insurance business since 1890 in various capacities, died at St. Petersburg, Fla. Mr. Seese was general agent in Seattle for Union Central and manager at Columbus, O., for Prudential. He then bought an interest in the Great Northern Life of North Dakota, becoming head of that company, which in 1924 was sold to Occidental of California. He joined the group division of Metropolitan and retired in 1931. He is survived by his son, E. R. Seese, group regional manager for Metropolitan at Chicago, who joined the group department with his father in 1924.

Fred W. Bailey, who was a famed general agent for Inter-Southern Life at various places when that company was going strong, died at Little Rock at the age of 57. In recent years he had been connected with National Old Line Life of that city, and had specialized in selling title insurance to Catholic parishioners. Throughout his career he conceived of various specialty uses for life insurance and then conducted intensive selling campaigns. He was general agent for Inter-Southern at Toledo and later at Chicago. When Inter-Southern failed, he had several connections. At one time he was with Old Republic Life of Chicago. Burial was at Mound City, Ill.

Program Given for Indiana State Sales Congress

The All-Indiana sales congress Nov. 7 at the Murst theatre, Indianapolis, will have the following speakers and subjects: I. S. Kibrick, New York Life, Brockton, Mass., "The Road Ahead"; L. E. Olson, director of field training Prudential, "The Challenge of 1948"; W. R. Moore, supervisor Provident Mutual, Decatur, Ill., "See 'Em and Reap"; G. A. Saas, advertising and public relations counsel, Indianapolis, luncheon speaker, "The Thirteenth Doughnut"; N. L. Welsh, staff supervisor field training division Metropolitan Life, "Selling Procedures for the Problems Ahead"; Charles J. Zimmerman, assistant managing director of L.I.A.M.A., "The Road to Security."

H. J. Havens, Western & Southern, Indianapolis, is general chairman. C. C. Jones, Connecticut Mutual, president of the Indianapolis association, will preside at the morning session, and L. B. Wilson, South Bend, president of the Indiana state association, will preside in the afternoon.

Purdue Enrollments Open

Horace R. Smith, director, has sent out a brochure describing the 1947-48 Purdue life insurance marketing courses. Blanks are now ready for those who wish to apply for the first class. Enrollment applications are due at Purdue Oct. 17 and selection of students will begin Oct. 21.

Purdue students have, during the first 14 weeks after their basic campus training averaged from \$4,000 to \$5,000 per man per week. In the 14 weeks following the intermediate, the average is from \$5,000 to \$7,000 while following the advanced course, the figure is from \$7,000 to \$9,000. In the aggregate, the students have averaged \$24,900 for each full month of activity in the field during the first year.

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SAN FRANCISCO 4, CAL.—507 Plafiron Bldg., Tel. EXbrook 2-3654. F. W. Bland, Pacific Coast Manager. Guy C. Macdonald, Pacific Coast Editor.

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First Canadian Meeting of L.A.A. Sets Record

(CONTINUED FROM PAGE 1)

McDonald, second vice-president Metropolitan, discussed "The Challenge to the Life Advertiser." He referred to the pressure being exerted in many quarters for the nationalization of insurance. He predicted an expansion of all

fulfillment of the purpose for which the policy was taken out or because insurance needs have changed and not at all the result of inability to pay."

Donald B. Woodward, vice-president Mutual Life of New York, discussed future life insurance markets in a talk that was illustrated by slides showing a large number of charts and graphs. He said that today's cost of living means that every life insurance program needs re-examination. He declared that "dollars which people manage to save even despite the high cost of living and the heavy burden of taxation will do much less for the saver than in the past."

"The growing size and economic role of savings institutions, of which life insurance is preponderant," Mr. Woodward continued, "carry certain portents for the future which I believe are important for all of us in the business to think about long and deeply—and by no means least, you who develop and carry the messages."

Woman Expert on Women's Views

Mr. Thiemann was chairman of the next session. The first speaker was Mrs. B. J. Kidd of the advertising agency

the results of a public opinion poll on the idea of all life companies being taken over by the government. The largest single group, 46%, opposed nationalization, 28% approved and 26% were undecided or didn't care. Yet of the members of the socialistic Cooperative Commonwealth Federation only 51% favored nationalization of life insurance, 26% definitely opposed it, and 23% were undecided—despite the fact that nationalization of insurance was one of the major planks in the C.C.F. platform.

The event of the early evening was the president's reception.

Clyde W. Ferguson, Union Central, presided as chairman at the concluding session at which the exhibits awards



E. C. McDonald



A. H. Thiemann

forms of group coverage. He urged life advertisers to spend more time with agents in the field sampling public opinion at the consumer level.

Russell J. Wood, assistant general manager Imperial Life and A. H. Thiemann, assistant secretary New York Life spoke on the National quality award and the part life advertisers may have in it.

W. R. Jenkins, vice-president Northwestern National Life, spoke on the future of sales management. His talk, delivered with sparkle and drive, is reviewed in another column.

BUSINESS SESSION

The annual business meeting of the organization occupied the first part of the second morning session. President Stamper presided. Reports of officers were submitted and new officers and executive committee members elected. C. C. Fleming, Life of Virginia, served as chairman of the regular meeting that followed.

J. T. Bryden, assistant general manager North American Life of Toronto, spoke on "What's Ahead on the Economic Front?" He said there is an attempt on the part of government to manage the economy so as to maintain a high level of employment and prosperity. After making a comprehensive review of the economic situation, Mr. Bryden said, "I feel that on this continent we

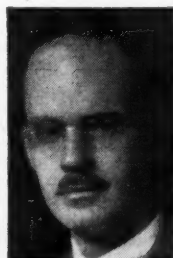
may have made a rod for our backs in our worship of size. We have stressed our insurance in force, not our premium income, and nowhere is this more misleading than when we talk of lapses. Insurance in force is only a future commitment, provided certain specified payments are made in the meantime. Yet when a policy lapses for non-payment of the second premium of \$30.80, we debit our insurance in force with \$1,000. Similarly with surrenders: A future commitment walks off our books which may be double the actual cash surrender value of the contract, and of course to the value of policies maturing naturally grossly magnifies the problem. Surely the premiums paid or the cash surrender value is a much more realistic approach to what has occurred."

Should Make Distinction

Mr. Bryden said that in addition to stressing quality business and encouraging career agents "we should attempt to drive a far bigger wedge in the public minds between lapsed policies and surrenders because, as we all know, many surrenders are as a result of the



Mrs. B. J. Kidd



R. L. Foster

of Lewis & Gilman. Originator of the famous "Never Underestimate the Power of a Woman" advertising campaign of the "Ladies' Home Journal," Mrs. Kidd gave a witty talk on life insurance advertising from a woman's point of view.

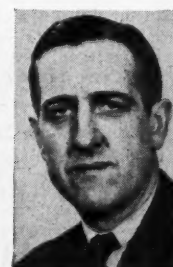
A review and forecast of public education in life insurance was presented by R. Leighton Foster, general counsel Canadian Life Officers Assn., and the session was concluded with a discussion of public opinion trends given by William Lydgate, editor American Institute of Public Opinion and Wilfrid Sanders, co-director Canadian Institute of Public Opinion.

What Life Companies Can Do

Mr. Sanders stressed the important work that life insurance can do in providing security without loss of liberty



William Lydgate



Wilfrid Sanders

that goes with socialization. Making the point that people support radical changes not because of logic but because of a sense of insecurity, he gave



C. W. Ferguson



Don Henshaw

were presented by Mr. Blanchard. Edward Churchill, Northwestern Mutual, Hartford, told from the agents' point of view how the life advertiser can help. President Stamper summarized and appraised the meeting. The speaker at the farewell luncheon was Don Henshaw, MacLaren Advertising Agency, Toronto.

SHADOWS ON THE ROCK

R. E. Irish, president Union Mutual, was an interested spectator. His company still retains its Quebec license, although it is inactive there at present.

There was a registration fee of \$17.

Karl Ljung, Jr., agency manager Jefferson Standard, former L.A.A. president, was unable to go to Quebec. It was the first time he was not among those present at an annual meeting, and he was missed by his many friends.

Francis J. O'Brien, vice-president and sales promotion manager Franklin Life, made the trip to Quebec from Springfield by automobile. He was accompanied by Mrs. O'Brien. They will return by easy stages on a vacation schedule.

Arthur F. Sisson, advertising director State Mutual, and publicity chairman of the Quebec meeting made a hit with the insurance journalists by giving a "Welcome to the Press" cocktail party.

Attendance was the largest in L.A.A. history. More wives of members were present than at any previous meeting. There were registrations from as far away as California, Utah, Texas and the deep south.

The Canadian life companies were hosts at the reception given at Manoir St. Castin preceding the annual dinner.

One of Canada's outstanding publicists, J. H. Castle-Graham, publicity executive London Life, was prevented by illness from attending the Quebec meeting. He will be absent from his office for about a month.

Of the 37 Canadian life companies, 31 are in the two provinces of Ontario and Quebec. No policyholder in any Canadian life company has ever been paid less than the amount guaranteed in the policy.

Canada's oldest life company, Canada Life, is celebrating its 100th anniversary this year.

Edward Churchill, speaker at the closing session, had L.A.A. members fill out a questionnaire the day before he spoke. He gave a resume of the results as part of his address.

C. C. Fleming, Life of Virginia, served as chairman of the nominating committee.

Conn. Makes Escheat Claims

Connecticut is preparing to mail out letters calling for payment to the state of unclaimed money under the new escheat law. The action will affect principally the Connecticut companies.



It's
curtain time

New England Mutual proudly presents its new policy contracts which, on and after November 1, 1947, are expected to play to capacity audiences throughout the nation.

Coming after two years of careful "rehearsal," the opening will introduce talented additions to the original cast. Those who have seen the preview agree that the new performers will enjoy heavy bookings from agents everywhere.

Based on the CSO table with interest at 2½%, the new policies continue to embody the attractive provisions of the popular old New England Mutual contracts, with other liberal and modern features besides. Get the whole welcome story from any one of our 71 general agencies, or write to the home office in Boston.

**New England
Mutual
Life Insurance Company**

THE FIRST MUTUAL LIFE INSURANCE
COMPANY CHARTERED IN AMERICA - 1833

MANAGERS

San Antonio Agency Heads Hold Panel on Responsibilities

A panel discussion, "Through the Back of the Looking Glass," or "Let's Have a Look at Ourselves," was conducted by the San Antonio Life Managers Club, with W. C. Abbey, general agent Connecticut General, program chairman, in charge.

He said as moderator that the insuring public has the right to look to home offices for an adequate amount of quality service to those who own life insurance and also those who need life insurance, to be properly integrated with their financial plans. The agency heads in the field, he said, should carry out plans of the home offices to produce the number and quality of new agents desired, educate, train, and retrain the men, give guidance and supervision.

Those in the panel were T. I. Mock, supervisor Abbey agency, Aetna Life, and J. H. Parrott, Connecticut General. The discussion was in question and answer form. In answer to the question as to what the new man should expect of his manager in the early period, Mr. Mock listed an explanation of the immediate scope and "potential future" of life insurance, with emphasis on the thought that life insurance selling is not a short time proposition but a lifetime career in which a man who is willing to

work hard and apply himself and is equipped to resist disappointments can succeed.

Company schools, he said, offer a maximum of instruction in a minimum of time, concentration that results from lack of outside distractions, instructors who are field men who have specialized in specific fields, prestige that comes from being a graduate of a home office course, confidence gained through a realization that knowledge has been gained and an improved technique in sales presentation and closing.

Provides Perspective

Another benefit is the gaining of a perspective through visits to the underwriting, legal, medical and other departments, seeing progress from receipt of application to policy issuance, and gaining knowledge which would require years to acquire in the field.

Men in outlying territory of an agency, Mr. Mock stated, do not have the benefit of daily contact with the general agent and desire prompt, detailed answers to questions and problems, a supply of new sales aids and other material relevant to the work, an occasional visit by the general agent to bring concrete help and prove the agency's interest.

The first months of the new man are most important, Mr. Parrott said in answer to a question concerning duties of the agency head, who should play the role of teacher, counselor, shining example and friend; guide the new agent to correct use of his knowledge of life insurance, its functions, and how to present them so the prospect will buy.

The agency head on occasion should go with the new agent into the field and

show him how to get the job done; should serve him not only as counselor on sales problems but in personal matters as well; be understanding and patient. If the manager possesses all these qualities which the new man would ask, Mr. Parrott gave assurance the agency would be successful.

Richmond Area Conference Speakers Are Announced

Advance registration for the N.A.L.U. area management conference to be held at Richmond, Nov. 7-8 indicates a record attendance. Herbert R. Hill, Life of Virginia, Richmond, is general chairman. The area includes Virginia, West Virginia, Maryland, Delaware and District of Columbia, but all general agents and managers will be welcome, whether in the area or not.

Speakers include Ward Phelps, director of training of Mutual Life, "Training the Ordinary Agent"; Horace Smith, Purdue University, "Campus Training"; A. Rogers Maynard, superintendent of agencies Metropolitan Life, "Training on the Debit"; Charles W. Campbell, manager Prudential, Newark, "The Agency Building Process"; Paul Speicher, R. & R. Service, "A Summary".

Mr. Speicher will speak at the luncheon meeting of the Richmond Assn. of Life Underwriters, Nov. 7. The general agents and managers will attend the meeting and luncheon. Carroll T. Scott, president Life Agency Managers of Richmond, will preside at the conference banquet the evening of Nov. 7.

Rutledge Tells Sales Plans

The Austin (Tex.) Life Agency Assn. heard P. J. Rutledge discuss the problems of the life insurance salesman. He declared that to succeed the salesman must get pleasure out of his work and to do that, he must learn why people buy.

The first step, he said, is dissatisfying the man with his situation, then motivating the prospect to do the thing which his emotions demand that he do.

The salesman should be a good listener and permit the prospect to pour out his soul without interruption. Mr. Rutledge would conduct the interview as a friendly discussion and get the prospect relaxed by giving the prospect to understand that the purpose of his call is not to sell but let the prospect buy if he needs insurance, making it clear that the purpose of the interview is to permit the prospect to choose his own course. He does not quote prices, and never calls on a prospect to talk life insurance until he is invited.

Hear Agents at Buffalo

The Buffalo Life Managers Assn. will hold a dinner meeting Nov. 7.

Milton O. Cederquist, Travelers, and Walter A. Schworm, Mutual Benefit, two very successful field men, will tell "What an Agency Head Can and Should Do to Help the Field Man."

Pittsburgh Cashiers Elect

The Pittsburgh Life Agency Cashiers Assn. has elected Inez C. Brooks, Bankers of Iowa, president; Hugh H. McElwain, Manufacturers, vice-president; Elmer R. O'Keefe, Lincoln National, secretary; and Dorr M. Shepard, Northwestern Mutual, treasurer.

The San Antonio Life Agency Cashiers Assn. at a dinner session discussed programs and attendance. A new membership drive was outlined by President Russell Trammell.

J. P. Williams at L. A.

The Los Angeles C.L.U. chapter and Life Underwriters Assn. of Los Angeles will hold a joint breakfast meeting Nov. 6, at which John E. Williams of the American College will speak on "Life Educates."

COMPANY MEN

Prudential Shifts Three Industrial Agency Executives

Prudential has promoted W. P. Lynch to superintendent of industrial agencies, southern area. Clarence Barton, superintendent of agencies, northern area, has retired because of ill health. His place is taken by Sherman Southard, formerly in charge of the territory which Mr. Lynch will now supervise.

Mr. Lynch has been with Prudential since he started as an agent in Jersey City in 1937. He later became a home office representative and in 1945 became manager at Richmond Hill, N. Y. For the past year he has been assistant director of field training administration in the home office. The area he will supervise embraces 14 states and includes 62 district and 73 branch offices.

Mr. Barton, whose retirement occurs after 39 years with Prudential, has been in the industrial field agency management department since 1908, when he joined the company as a clerk. He became assistant secretary in 1941, the title later being changed to superintendent of agencies. He has held that post in the northern area for six years.

Hewes Asst. Sales Research Director of Conn. General

Philip Hewes has been appointed assistant director of sales research by Connecticut General Life.



Philip Hewes

He graduated from Yale in 1925 and was with L. I. A. M. A. from 1926 until 1935, when he became executive secretary to Governor Cross of Connecticut.

In 1939 Mr. Hewes joined Connecticut General Life as an agent in its home office agency. During his first year he qualified for the Vice-president's Club. In 1941 he was granted a leave of absence and became state administrator of the war savings staff. He went into the navy in 1942, rejoining Connecticut General's agency department in 1945.

General American Cited

General American Life was awarded top honors for the outstanding direct mail campaign in its field in the 1947 Direct Mail Advertising Assn. "Best of Industry" competition.

The winning entries were announced at the convention of the association at Cleveland.

Life

Executive Wanted

Man with ACTUARIAL experience preferred. For Well Financed Company

Capable and Congenial Man Will Have Good Opportunity of Developing to PRESIDENCY of the company.

Our staff all know of this ad.

Reply in CONFIDENCE to Box N-68, c/o The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.



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HEALTH and ACCIDENT
INSURANCE
★
LIFE INSURANCE

THE Paul Revere Life
INSURANCE COMPANY
WORCESTER, MASSACHUSETTS

Is licensed and does business in the 48 states, the District of Columbia and Hawaii

EASTERN LIFE INSURANCE COMPANY OF NEW YORK

LOUIS LIPSKY, President

JACOB ISH-KISHOR, Vice-President and Secretary

Progressive - Sound - Friendly

386 Fourth Avenue, New York City

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MAXIMUM FIRST YEAR COMMISSIONS
GUARANTEED RENEWAL COMMISSIONS
STANDARD RISK AND SUB-STANDARD POLICIES
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JUVENILE POLICIES ISSUED

General Agencies Available in New York, New Jersey, Delaware and Washington, D. C.
For further information write to HARRY YARIN, Vice-President and Superintendent of Agencies

LIFE AGENCY CHANGES

Allen Succeeds Stearns for Hancock at Providence

John L. Allen has been appointed general agent of John Hancock at Providence, succeeding Maurice Stearns, who will remain with the agency as a personal producer. Mr. Allen's appointment becomes effective Dec. 1. He has been with the general agency department at the home office since his return from service in the navy. Previously he had been with the Boston agency as supervisor. He entered the Boston agency immediately after his graduation from Harvard in 1939.



John L. Allen

Two Reliance Men Leave Home Office for Field

After many years of training new recruits on the managerial staff of the western Pennsylvania department of Reliance Life, John C. Sheedy, formerly agency instructor, and Ottie Cochran, formerly field manager, have relinquished their staff positions to devote full time to personal production and building their own agencies in Pittsburgh. Mr. Sheedy has been with Reliance since 1928 and Mr. Cochran was a home office employee prior to 1931, when he entered agency work.

Fred E. Haines of Pittsburgh has been appointed agency instructor of the western Pennsylvania department. Before starting his insurance career with Reliance, Mr. Haines was for more than 10 years a public school principal and administrator.

Prudential Opens Knoxville Office; Crosland Manager

Prudential is opening an industrial office in the Flat Iron building in Knoxville. B. G. Crosland is manager. J. R. Taylor and D. E. Patton, formerly agents in Ellicott City, Md., and Cumberland, Md., respectively, have been appointed assistant managers.

Mr. Crosland, who has had a wide experience in the weekly premium field, has been with Prudential's sales organization since 1935. He joined the company as an agent in Greenville, S. C., following three years as a football coach at Furman University, from which he graduated in 1931. During the war he served in the navy for three years. He has been an assistant district manager in Chicago.

Midwest Names 2 Managers

Byron L. Peterson, son of E. E. Peterson, manager of Midwest Life at Laurens, Ia., has been named manager in western South Dakota, with headquarters at Rapid City. He returned from war service a year ago.

D. L. Gereau has been appointed Midwest Life manager at Sioux City, Ia. He served overseas in the air corps and has been in the insurance business in Sioux City about two years.

Stearns with Northern

R. Robert P. Stearns of Detroit has been appointed supervisor of the east central states for Northern Life of Seattle. He has been in life insurance for 14 years and recently represented Life of Virginia as its Detroit manager. He is a graduate of Butler University and prior to his insurance career was with the Indianapolis Times. He will be engaged in appointing agents and installing branch offices in Michigan, Ohio, Indiana and Illinois.

Mutual Benefit Appoints Emery to Nashville Post

Mutual Benefit Life has appointed Herschell Emery as general agent in Nashville. He succeeds L. W. Cherry, who will continue with the company as a soliciting agent. He has been general agent since 1928.



Herschell Emery

Mr. Emery has been with Mutual Benefit for six years, as agent and manager. He was appointed sales manager in Indiana last year. He is a member of the Million Dollar Round Table.

Prior to his insurance work Mr. Emery was a high school principal in the southwest and was for 14 years director of physical education in Oklahoma City.

Continental Names McCarty

E. E. McCarty has been appointed general agent of Continental Assurance in South Bend. He has been specializing on the accident and health side for several months. Before that he was manager for Mutual Benefit Health & Accident in South Bend.

Bowles Aid to Hill

Richard C. Bowles, son of George A. Bowles, Virginia commissioner, has been promoted to assistant manager in the Herbert R. Hill agency of Life of Virginia at Richmond. He joined the company in 1940, with the Hill agency. Due to military service, he has been active on a debit only six years. In this period, he has consistently been a leader, with a six-year average of \$43.96 weekly premium increase and an average yearly paid for in excess of \$110,000 of regular ordinary business. He attended University of Richmond and played professional baseball before entering life insurance.

Remler-Shuman Appointed

Girard Life has appointed as general agent in Meadville, Pa., the partnership of Remler-Shuman. F. H. Shuman is in charge of the life department. This is a general insurance agency.

Mr. Shuman is a graduate of Penn State and formed the partnership in 1933 with Helen E. Remler. He is secretary of Crawford County Mutual.

Metropolitan Milwaukee Change

Jack Baker, formerly manager of Metropolitan Life office account at Milwaukee, has been made manager of the Milwaukee district office. Since joining Metropolitan as an agent in Detroit, in 1930, he has been assistant manager of that district and office account manager at St. Paul before being transferred to management of Milwaukee office account. After leaving college he was manager of a chain of grocery stores for a number of years.

John H. Blessing, Jr., has been named Bowling Green, O., district manager for Penn Mutual Life.

Mutual's Knitting Contest

The knitting contest at Mutual Life's home office originated by Mrs. Dorothea Currier seven months ago resulted in 35 awards to entries in eight classifications. At the presentation ceremonies President Alexander E. Patterson presented an orchid corsage to Mrs. Currier. The exhibits, which were judged by three well known needlework experts, were on view in the company's club rooms. There were nearly 170 entries.

SALES MEETS

Continental's Agency Heads Will Meet Jan. 15-16

Continental Assurance will hold its general agents and managers association meeting Jan. 15-16 in Chicago. On the first day there will be individual and group conferences with members of the home office staff at the home office and in the afternoon the annual business meeting and election of officers. This will be followed by a cocktail party and

dinner at the Drake hotel.

The second day's sessions will be at the Drake. There will be a welcoming address by President Roy Tuchbreiter. Dwight Johnson, vice-president of the Herkness-Peyton & Bishop agency of Philadelphia, the company's leading producer of ordinary, will speak. H. C. Reeder, vice-president, will discuss the new rate book. Leonard Kramer of the Chier agency in Milwaukee will talk on the Purdue life insurance education program.

M. B. Simms, superintendent of agencies, will present the agency achievement cup to the agency producing the



Two Needs of Salesmen

In his book on marketing life Insurance in this country, Stalson says it needs "to be taken to market by able and adequately compensated salesmen." The Western Life's recruiting program takes care of the first factor while its time-tested agency contracts cover the second. So it is little to be wondered at that in the past five years we have doubled our life insurance in force.

WESTERN LIFE INSURANCE COMPANY

HELENA

Since 1910

MONTANA

Insurance in Force Over \$130,000,000

R. B. RICHARDSON
PresidentLEE CANNON
Agency Vice President

LANDMARKS OF DISTINCTION



ATLANTIC LIFE INSURANCE COMPANY

Organized, 1899—Richmond, Virginia

Directing the Way Toward Financial Security Since the Turn of the Century

[Lighthouses at Cape Henry, Virginia—the old lighthouse being the first established by the United States Government on the Atlantic Seaboard.]

largest volume of ordinary in the month set aside to honor Vice-president Reeder. J. K. Dennis, vice-president and director of agencies, will discuss agency plans for 1948.

Charles Simons of the C. J. Simons & Co. agency in Newark will discuss life insurance departments in general insurance agencies. Emil Lederer of the Stewart-Keator, Kessberger & Lederer agency, Chicago, will discuss functioning with brokers. R. M. Vetter, president of the Wisconsin agency at Madison, will discuss agents' needs. Dr. Harry W. Dingman, vice-president and medical director, will be the final speaker.

Boston Mutual Regional

Boston Mutual Life held its first fall regional conference at Springfield, Mass., for representatives from the western unit. Superintendent of Agencies E. M. Wright and his assistant, L. J. Peters, presided. The southern unit meeting was at Providence Oct. 28. New industrial writings for the year to date are up 4%.

Meet at Mackinac in '48

Wisconsin National Life will hold its 1948 agency convention at the Grand Hotel, Mackinac Island, July 19-21.

Bankers Has Ohio Rally

Bankers Life of Des Moines held a central Ohio district meeting at Columbus this week. Speakers included Marvin E. Lewis, superintendent of agencies, and Ed P. Kern, assistant superintendent of agencies.

Oertel Speaks at Wausau

Agents of Great Northern Life in the E. G. Leist general agency, Wausau, Wis., met there for a sales conference. E. P. Oertel, assistant vice-president, was the main speaker. Agents attended from a number of central Wisconsin cities.

Independent Union Reports

WASHINGTON—Only insurance labor union listed by the Department of Labor as having filed financial and organizational reports with it as required by the Taft-Hartley law is the International Union of Life Insurance Agents. It is an independent union.

Accordingly, it would appear to be the only insurance union eligible to be certified by national labor relations board as collective bargaining agent for life agents, in a case that may come before the board.

COULD YOU GROW TO BE AN AGENCY DIRECTOR?

We want a man whose life, H & A and hospitalization experience make him qualified to talk authoritatively to general agents and direct-writing men . . . one whose personality sparks enthusiasm and confidence . . . who can command respect from the big fellow as well as the little . . . who can talk to the small-town as well as the big-city man.

The man we want may now be an assistant agency director, a unit manager, a general or special agent, or a personal producer—he will look upon this as the greatest opportunity of his career, will be eager to dig right in to prove his ability. He will be pointing every effort to becoming the Agency Director of our newly organized and rapidly expanding agency development.

If you're that man, write today giving full details.

L. A. Breskin, President
STERLING INSURANCE COMPANY

737 N. Michigan Avenue, Chicago 11, Illinois

ACCIDENT AND HEALTH

A. & H. Men Hear Discussion of Government Health Bills

After selecting a nominating committee for the election of officers at the Nov. 13 meeting, the Accident & Health Club of New York heard Bess Furman of the Washington bureau of the New York "Times".

"Probably nothing will be done about the compulsory health insurance programs now under consideration by Congress until after the next presidential election," she said.

The health bills now before Congress are at the moment straight partisan politics and consequently fraught with bitterness and confusion, she stated. The situation is unique because most bills affecting the general welfare are bipartisan, with sponsors from both parties. She did not take sides on the question and showed exhibits presenting both arguments.

She said that President Truman, who in her opinion will be the next Democratic candidate for president, is sponsoring the Murray-Wagner bill which set up pay-deduction compulsory health insurance for the working population and as an aid to the indigent. This is a measure President Truman inherited from President Roosevelt but to which he gives strong personal backing.

Senator Taft is sponsoring a health bill which would set up federal funds only for the medically indigent. Witnesses in behalf of this program lay great stress on the spread of voluntary health insurance plans, she said.

"It is apparent that great blocks of public opinion have been completely sold on health insurance as the way in which the American family can be seen through long and costly illnesses," she said in stressing the growing importance of the measures. The war fostered increased attention on health insurance because of the governmental and charitable organizations which took care of servicemen's families.

She concurred with the five fundamentals put before last year's hearings on health legislation by Watson B. Miller, former Federal Security Administrator, and on which there seems to be general agreement that the people as a whole have:

Recognized a federal interest, to be backed by federal finances, in the health of each person in the country; have agreed upon the necessity for broadening the availability of medical care and health services; have accepted the wisdom of overcoming shortages of personnel and facilities as rapidly as possible; have asserted the wisdom and necessity of adopting some pre-payment method of meeting the costs of medical care; have agreed upon the wisdom and necessity of decentralizing the administration of any health program.

The group then heard a description of the five year \$375 million hospital construction act now on the statute books.

Convention Date Set

The headquarters of the National Assn. of Accident & Health Underwriters has announced that the date for the 1948 annual convention in Minneapolis will be June 28-30.

Lane St. Louis Speaker

Carl Lane, assistant manager of Reliance Life, discussed "The Use of Health and Accident in the Field of Business Insurance" at a luncheon meeting of the Accident & Health Underwriters Assn. of St. Louis.

The Washington, D. C., agency of Lincoln National Life, which John D. Marsh is general agent, has moved to larger quarters at 907 Ring building. Open house Monday marked the occasion.

National Assn. Officials at Pittsburgh Congress

The eastern trip of a group of officials of the National Assn. of Accident & Health Underwriters, including G. H. Knight, president; C. B. Stumpf, second vice-president; and O. J. Breidenbaugh, executive secretary, was concluded at the sales congress that was held by the Pittsburgh association Oct. 24, with about 300 in attendance. Charles H. Bokman, New Amsterdam Casualty, presided at the congress.

Mr. Stumpf and Mr. Breidenbaugh spoke at the afternoon session and there was a sales demonstration on "Handling Objections" by W. R. Wilson, Greensburg, Pa., and "Dick" Mueller, Pittsburgh, both of Monarch Life. There were discussions after each talk.

Gene Boyle, Mutual Benefit Health & Accident, president of Pittsburgh association, presided at the banquet, the speakers being Mr. Knight and Commissioner Malone of Pennsylvania, who emphasized the far-reaching operations of the accident and health business and pointed out that with this goes a responsibility which the business must accept. He said private enterprise will continue just as long as those engaged in private enterprise demonstrate that it should be continued.

A. & H. Sales Talks Given at New York Congress

NEW YORK—The sales congress sponsored by the Accident & Health club of New York this week was attended by about 200. Speakers were DeWitt A. Stern and Mervin L. Lane, personal producers, and H. Ladd Plumley, vice-president of State Mutual Life.

Mr. Stern's topic was "How to Sell Accident & Health Insurance" and he gave four reasons, illustrating each with a sales example. He sells A. & H. because it is necessary to complete a man's program and make him a full line client, it is simple to sell, is a lead line to sales of other insurance, and because it provides steady annual commissions with a minimum of renewal trouble.

Mr. Lane told how selling A.&H. leads to multiple line production. He praised the value of using the payment of a claim to make sales to acquaintances of the person who received the claim money.

Mr. Plumley produced statistics on A.&H. coverage and gave a history of its development in this country. He said that the A.&H. business is challenged by the public demand for government health insurance, and the insurance business must provide better and less expensive coverage. With 130,000 new corporations being organized yearly, a permanent sales market for group A.&H. insurance is provided and he urged the producers not to forget it.

Hazard of Tuberculosis

The question of what should be done about writing health insurance on risks with a history of tuberculosis was discussed at the October dinner meeting of the home office accident and health underwriters round table at Chicago, with 19 in attendance. H. L. Cashman, Federal Life, was chairman and Jay Simon, American Income, secretary.

While there are great differences in

individual company practices, the consensus seemed to be that policies can be issued with waiver, from five to 10 years after recovery. Some will issue without waiver for risks 50-55, where there is less prospect of recurrence. One factor to be considered is how long the risk has been confined by tuberculosis. In an incipient case, with removal to a better climate, companies would be more lenient. It was pointed out that an accident might bring back an arrested case. Figures were given on the percentage of recurrences, showing, according to the latest tabulation available, 130 to 1,000.

On the question of how the waiver should be worded, the wording generally favored is "tuberculosis in any form," while some prefer to include the entire respiratory tract.

There was some discussion of the possible confusion between tuberculosis and osteomyelitis, and also pneumo-thorax cases, involving collapse of a lung. Where it is caused by injury and not the result of tuberculosis, such cases are considered acceptable. In case of recurrence of tuberculosis, it was brought out that there is no telling where it may make its appearance.

Gordon Addresses Lawyers

Harold R. Gordon, managing director of Health & Accident Underwriters Conference, summarized accident and health legislation of the past year for a meeting of the insurance section of Chicago Bar Assn. He stressed particularly his organization's interpretation of the compromise A.&H. regulation bill as a policing measure rather than a rating bill.

Denver 5-Star Program

A 5-star program has been arranged for the sales congress at Denver, Nov. 7, sponsored by the Colorado Assn. of Accident & Health Underwriters. Speakers for the afternoon session will include Gilbert H. Knight, National association president; R. J. Costigan, Business Men's Assurance, Kansas City, past president; O. J. Breidenbaugh, executive secretary; Charles B. Roth, author and lecturer on selling and closing sales, and Carter H. Bryant, Denver general agent of Pacific Mutual Life.

A dinner will follow the regular congress session.

C. L. U.

Bennett Buffalo Speaker

The Buffalo C.L.U. chapter held a luncheon meeting Oct. 29 at which Clifford S. Bennett, Travelers, newly elected director of the American Society of C. L. U., spoke.

Course at U. of Nebraska

A C.L.U. course covering economics, sociology and government will commence Nov. 7 at the University of Nebraska.

The course is taught by Prof. Curtis M. Elliott of the college of business administration. It is sponsored by the Lincoln Life Underwriters Assn.

Start Okla. City Course

C.L.U. classes at Oklahoma City were organized Oct. 26, with H. Dorsey Douglas, Jr., as instructor. Mr. Douglas, a Harvard graduate, has conducted

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INSURANCE COMPANY
HOME OFFICE • SAN FRANCISCO

Assn. times covering the U. erans bill.

Peoria

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Assn. of Life Underwriters several times in the past 12 years. The course, covering Part D, is under auspices of the University of Oklahoma, to give veterans the right to qualify under the G.I. bill.

Peoria Class Is Starting

Thirty-one Peoria life agents have enrolled in the C.L.U. study class sponsored by the Peoria C.L.U. chapter which will meet Friday afternoons. Harry Hoffman has been named class president, J. R. Martin, treasurer, and Miss Margaret H. Becker is secretary. She is executive secretary of the Illinois and Peoria Assns. of Life Underwriters. The instructor is Prof. George Clinebell, faculty member of the Bradley University business college.

CHICAGO

OBER'S PRECISE PROCEDURES

Robert F. Ober, general agent at Chicago for Berkshire Life, has established in his office precise training procedures, and at the same time he is offering uncommon educational facilities.

The new agent is first required to develop a center of influence list and then undergoes the L.I.A.M.A. and Verne Steward aptitude tests. If he comes through, the agency management helps him select what is called a board of directors, which consists of 12 centers of influence.

A letter is sent to these "directors" by Mr. Ober, stating that the new man and Mr. Ober will call on him soon "simply to acquaint you with our training procedure and the type of work that Mr. Agent will be able to do when he has completed this training."

"Directors" Go On Mail List

If Mr. Ober finds that the new man is receiving enthusiastic cooperation from his "directors" and if he indicates ability to learn the business, the agency proceeds to build up his prospective clientele. These names are then set up on a direct mail list and a mailing piece or a monthly blotter is sent to them.

The new man is then launched on his training, the first part of which consists of the R.&R. introduction of life insurance. The second part is the Diamond Life Bulletin intermediate course, and the latter is interrupted after five months by his entrance into the Purdue marketing course. Here the man goes five weeks to school and then is in the field 13 weeks.

Starting Sept. 15 the agency has been conducting weekly meetings on estate planning that have been addressed by attorneys, bankers and other prominent specialists in this field.

WANT ADS

LIFE SUPERVISOR WANTED

By Chicago branch office of large eastern company. An exceptional opportunity for young man 25 to 40 with selling ability to handle organization work and assist manager in training and working with agents. Salary, bonus and commission; group insurance and retirement plan. Replies strictly confidential. Address N74, c/o The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED — CASHIER

Preferably man, not over 38, by long established Chicago general agency; woman not over 35 will be considered. Fine opportunity. Address N-78, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

CHICAGO AGENCY

Excellent opportunity for successful personal producer or supervisor to build unit in established agency. All necessary tools and facilities are provided. State age and experience in life insurance business. Address N-79, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

NEWS OF LIFE ASSOCIATIONS

Actuary Now Studying Agents' Compensation Issue, Costello Tells Texas Parley

The conference for officers of the 25 local associations and of Texas Assn. of Life Underwriters was held at Austin, with about 125 present. It was under the direction of President Jul B. Baumann and James E. Rutherford, executive vice-president of N.A.L.U.

Agents compensation was presented by John P. Costello, Dallas, N.A.L.U. trustee. He stated that a study of commissions and service remuneration is being made by an independent actuary who has had experience as a company actuary. He said this actuary will make a report to the National association.

Mr. Costello emphasized the cost of service to the producer who has a large volume of business in force, the cost to him of servicing life insurance sold through mass selling plans, and the need for some plan which will be fair and equitable to field men and the companies. He said that the study of the problems of compensation is moving in the right direction and that the desires of the agent are being studied.

In connection with a report by Matthew Brown, San Antonio, on the formation of trust councils, some question was raised as to whether their past method of operation is in accord with the National association plan. President James D. Edgecomb of the Texas association stated that Texas has no trust laws setting up certain authority as in some other states and that the Texas trust councils have been set up in the different cities under varying plans insofar as membership is concerned.

Moynahan Conducts Iowa Conference at Des Moines

DES MOINES—About 50 officers of Iowa local associations attended a two-day meeting here with state officers and John D. Moynahan, Metropolitan Life, Berwyn, Ill., N.A.L.U. trustee.

Mr. Moynahan spoke against indiscriminate mass selling of insurance and reviewed the National association's proposed qualification law for agents, requiring them to take examinations to prove their competency. Although Iowa agents are licensed, no qualification examination is given. A bill sponsored by the state association requiring such examination failed of action before the last legislature.

Newell C. Day, Bankers of Iowa, Davenport, president of the state association, presided. He suggested a traveling sales congress for the state next April and a committee was appointed to act on his recommendation. Margaret Becker, executive secretary of the Illinois association, was a guest.

Illinois Assn. Campaigns for 4,000 Member Goal

The Illinois Assn. of Life Underwriters has opened a concerted membership drive with a goal of 4,000 members under direction of Chester T. Wardwell, second vice-president and membership chairman. He is general agent of Connecticut Mutual in Peoria.

The present total is 3,678 and it is hoped to secure 322 new members by Nov. 20, when the state association meets at Peoria. New members will have opportunity to meet Jul B. Baumann, new N.A.L.U. president, who will attend and speak.

A survey shows there are about 9,000 full-time life agents in Illinois, Mr. Wardwell reported. Until shortly before the national convention at Boston, Illinois ranked third in membership, but California secured 500 new members between June 30 and Sept. 12 to supplant Illinois.

Mr. Wardwell has named Henry W.

Persons, Mutual Life, Chicago, and George C. Treadway, New York Life, Peoria, as vice-chairman of the state committee.

Woodward Speaks Nov. 19

"Tomorrow's Market" is to be discussed at the monthly luncheon meeting of the Chicago Assn. of Life Underwriters Nov. 19 in the Hotel La Salle by Donald B. Woodward, second vice-president of Mutual Life. He is noted as an author of works on economic sub-

jects, being co-author with Marc A. Rose of the two volumes "Primer of Money" and "Inflation," and with Murray Shields of "Prosperity—We Can Have It If We Want It." Mr. Woodward is secretary of the Committee on Public Debt Policy and a member of the research advisory committee of L.I.A.M.A.

Moynahan at Omaha

John D. Moynahan, Metropolitan Life, Berwyn, Ill., N.A.L.U. trustee, conducted a two-day series of meetings at Omaha for the South Dakota and Nebraska associations.

He also addressed the Omaha associ-

1947 — FORTIETH ANNIVERSARY — 1947

IDEAL for Career Men

Protective Life announces a new Compensation Plan for its Field Force, including: —

- Liberal first-year and renewal commissions.
- Vested Renewals.
- Life-time service commissions.
- Retirement Plan.
- Group life insurance.
- Hospitalization and surgical benefits.

General Agency Openings for qualified Life Underwriters in Kentucky, Texas, Georgia and Tennessee.

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INSURANCE COMPANY



WILLIAM J. RUSHTON
President
BIRMINGHAM
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Insurance In Force Over \$280,000,000

Announcing

A NEW COMMISSION CONTRACT

1. **Attractive First Year Commission —**
Graded scale up to 55% for Ordinary Life.
2. **High Renewal Commissions —**
Vested. Four renewals — 15%-10%-5%-5%.
3. **Bonus Arrangement —**
Production of over \$175,000 — 10% payable monthly second year.
4. **Service Fee —**
Beginning sixth year and life of contract — 2% service fee.
5. **Other Features —**
No production requirement to earn vested renewals. Policies liberal. Life, Double and Triple Indemnity, Non-cancellable Sickness, Accident, Hospitalization and Nurse Benefits.
6. **Company —**
New Hampshire's only life insurance company. Average size policy issued 1947 — \$5,740. Low terminations. Attractive brokerage arrangements.

For particulars write to WM. D. HALLER,
Vice President and General Manager

UNITED
LIFE AND ACCIDENT
INSURANCE COMPANY

Concord, New Hampshire



ation, telling of the National association's opposition to the mass sales trend.

Baumann at Ind. Conference

Jul B. Baumann, N.A.L.U. president, held conferences at Indianapolis with delegations from 21 member associations of the Indiana Assn. of Life Underwriters and addressed a luncheon meeting of the Indianapolis association.

Kansas Leaders Rally

The Kansas Leaders Round Table will meet Nov. 15 at Allis Hotel, Wichita.

Davenport, Ia.—Rudolf Leitman, New York Life, Detroit, gave his talk on "Debunking the Million Dollar Producer," at the October meeting.

Charles Kuttler, National Life of Vermont, was reelected national committeeman for his third term, and Lawrence Wade, Provident Mutual, was elected state committeeman. The association will forego the Davenport sales congress in May, 1948, in favor of a state traveling sales congress to include Davenport, Des Moines, and Sioux City.

Harry McConachie, agency vice-president American Mutual will speak Nov. 14. Cincinnati—C. Preston Dawson, New England Mutual, New York, will speak Nov. 21 on "Whom to Sell."

Minneapolis—Milo B. Latterall, coordinator of distributive education at Miller vocational high school, told of a new plan which enables life agents to obtain sales training at low cost. Paul Chelgren of Mutual Trust Life will be the instructor.

Colorado Springs—W. Lee Baldwin, president of Security Life & Accident, spoke on "Life Insurance in a Changing Economy."

Sheboygan, Wis.—Life men were credited for the comprehensive understanding by citizens of the social security program by Carl L. Buchholz, regional social security manager.

He said it is a service which the representatives of the social security department themselves could not undertake.

Pasadena, Cal.—F. M. Hope, actuary emeritus of Occidental Life, addressed the Pasadena association on the Guertin laws.

Boston—Frank L. McFarlane, Northwestern Mutual Life, Cleveland, will speak Nov. 6.

Los Angeles—The women's division held a round table discussion on events at the N.A.L.U. Boston convention with Cyril Hoots of Pasadena, Lena Steinberg,

Mary LaBelle and President Eleanor Green taking part.

On Nov. 1 Richard M. Grosten, general agent of Manhattan Life, will address the women on "Taxes."

Lafayette, Ind.—David W. Fairfield, special agent of the Todd agency of Northwestern Mutual Life, Chicago, spoke at the monthly meeting.

Eugene, Ore.—The Oregon state convention held at Eugene, was attended by more than 100 delegates. Convention highlight was an address by Wilfrid E. Jones, publications director of the National association, who discussed the advantages of the competitive economic system and the part played by life insurance men in making that system effective.

Seattle—Austin Thayer, Prudential manager, led the discussion featuring the second week of the Seattle Life Managers Assn. forum on joint work with new agents.

RECORDS

PHILADELPHIA LIFE—Paid business of \$12,188,559 through the third quarter as against \$11,122,978. In force at the three-quarter mark is \$83,884,969 as against \$75,938,618.

RESERVE LOAN LIFE—Business for the first nine months was \$16,005,638, a 16% increase.

Forbes Gets Four-Year Term

LANSING, MICH.—Gov. Sigler has appointed David A. Forbes insurance commissioner to serve a four-year term under provisions of a newly effective 1947 statute.

The Michigan commissioner, who now heads the executive committee of National Assn. of Insurance Commissioners and who had served two two-year terms under Sigler's predecessor, Harry F. Kelly, thus is assured of a longer tenure in office than any previous Michigan commissioner.

Elect Maffett in Nashville

Norris Maffett, Connecticut Mutual, was elected president of the Nashville C.L.U. chapter. L. D. Crews, cashier, New York Life, was reelected secretary-treasurer. Maffett succeeds S. C. Loventhal, Northwestern Mutual.

Ransford Now Gleaner Life Head by Election

R. G. Ransford of Detroit was elected national president of Gleaner Life at the national convention in Fort Wayne, Ind. All other officers were reelected. Mr. Ransford in September, 1946, was appointed president to fill an unexpired term.



R. G. Ransford

He was graduated from Caro, Mich., high school in 1927 and studied pre-law in University of Michigan. Going to Detroit, he accepted a position with the Detroit Bank, continuing his law studies in night school. In 1934, he went with Gleaner Life's bond and mortgage department. He was graduated from Detroit College of Law in 1937. Since then his rise has been rapid.

In 1940, directors appointed him assistant secretary and in July general attorney. His new term as president is for six years.

Mr. Ransford is a member of the Michigan and Detroit bar and chairman Detroit Mortgage Bankers Assn. law committee. He is legislative chairman of the Michigan Fraternal Congress.

Department Man Speaks

Herbert Thompson, who is in charge of the fraternal section of the Michigan insurance department, spoke on the fine financial position of Gleaner Life. He praised Mr. Ransford's work with Frank H. Lee of Woman's Benefit in drafting a fraternal code for Michigan.

Dr. Tennyson Guyer, Findlay O., preacher, philosopher, author and humorist, addressed the banquet.

Illinois furnished the team, guards, soloist, and flower girl for the installation ceremony.

The fraternal societies do not appear to be attracting their proportionate share in the great movement of the people to join social and economic organizations, Mr. Ransford said in his annual address.

Of Gleaner he said what is needed is a little "window dressing" and "an individual and collective desire to make our society again a vital force in the fraternal system, and our humanistic way of life."

Officers Elected in Iowa Congress

WATERLOO, IA.—Mrs. Rose Harvey, Degree of Honor, Cedar Rapids, was elected president of the Iowa Fraternal Congress at the annual convention here, succeeding George C. Iekel, Catholic Order of Foresters, Independence, Ia., who was named on the executive committee.

Edwin Kress, Woodmen of the World Life, Sioux City, becomes first vice-president; Mrs. Grace W. McCurdy, president Royal Neighbors, Rock Island, second vice-president, and Mrs. Irene Bird, Cedar Rapids, editor "Fraternal Field," secretary-treasurer.

Cedar Rapids was selected for the 1948 convention, the date to be selected by the executive committee at a meeting at Cedar Rapids March 17.

The executive committee includes Ray Fialka, Fidelity Life, Cedar Rapids; Mrs. Margaret Kaelin, Woman's Benefit, Des Moines; T. H. Young, Order of Railway Conductors, Cedar Rapids, and George Iekel.

Alex O. Benz, Appleton, Wis., president Aid Assn. for Lutherans, spoke at

LEGAL RESERVE FRATERALS

the annual banquet, terming life insurance a "fundamental institution of democracy." Thomas R. Heaney, Chicago, head of Catholic Order of Foresters, called for strengthening local lodges as a force of stability. Both are past presidents of the National Fraternal Congress, as is Mrs. McCurdy.

In the business sessions, Sterling Alexander extended greetings from the Iowa department, Mrs. McCurdy from N.F.C. A talk on "Inspection Reports and What They Mean to You and Your Society" was given by C. Z. Hanor, Retail Credit. There was a round table discussion of the various addresses. Art McFarlane, United Commercial Travelers, dean of the Iowa legislature, was toastmaster at the banquet. Florence Bridges of Royal Neighbors installed the new officers.

Careless Appointments

The fraternal field representative is more important today and in a position where it is not properly supervised can willfully or unintentionally do irreparable harm to his society. T. O. Herberg, field director of Fidelity Life, Fulton, Ill., declared in a talk on selection and training of field workers.

Minutes Must Be in English

The Ohio department has instructed all "alien born" insurance companies licensed in Ohio to record their minutes in English. It is said that some companies record their minutes in the English and another language and the department questions whether even this is legal. The department found some time ago that the English translation of the minutes of an "alien born" insurance company was not a true copy of the minutes as recorded in the foreign language.

A LEGAL reserve fraternal life insurance society for all Lutherans on 3% American Experience reserve basis. Twenty-nine years old — \$175,820,660.00 in force. Mortality experience 1946—21.95%. Rate of assets to liabilities—108.70%.

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Our new agents' contract, with retirement program, has been enthusiastically received by our agency force. You, too, will be interested.

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Address your letter of inquiry to
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Whole Family Life Insurance for Catholics

1897



1947

50 Years of Praiseworthy Service

Life Insurance in Force.....\$38,500,000
Benefits Paid since Organization.....24,000,000
Assets now more than.....11,000,000

Liberal and attractive contracts for men and women as Field representatives in Illinois, Michigan, Minnesota and Wisconsin. Write for information.

EQUITABLE RESERVE ASSOCIATION

Life Insurance for Men, Women and Children
Neenah, Wisconsin

A. O. U. W. OF NORTH DAKOTA



THE PIONEER

Some choice territory open for competent State and District Managers

HOME OFFICE

Legal reserve life and disability insurance—protecting the family since the days of the covered wagon.

All standard forms of legal reserve adult and junior life insurance contracts issued. New junior policies now issued on the C.S.O. table of mortality with full face value at age 5.

Non-cancelable health and accident providing for 52 weeks of disability.

FARGO, NORTH DAKOTA

Mutualization Plan for A.O.U.W. of N. D. Is Approved

The proposal of the board of A.O.U.W. of North Dakota that the society be converted to a mutual legal reserve life company was almost unanimously approved at a meeting of its grand lodge, composed of representatives of local lodges, held last week in Fargo. It was decided to title the company Pioneer Mutual Life and to preserve the covered wagon trademark which has been its symbol for many years.

More than 300 representatives of A.O.U.W. lodges in 21 states took part in the discussion. John Dustin of Bismarck, actuary North Dakota department, addressed the meeting, saying tentative approval to the proposal had been given by the department. He stated that the society was sound and solvent and commended it for its cooperation with the department in the past. President Bradley C. Marks as toastmaster at the banquet stated, "We are not ending an era but beginning a new era." Walter Fearn, manager of the disability insurance department, urged the delegates to continue to serve their organization faithfully.

Matters still to be taken up were legal details necessary before the mutualization can be completed and also the question of ultimate disposition of the A.O.U.W. lodges and the funds which they have accumulated and which belong to members.

Honor Ecker, Metropolitan for Outstanding Housing Work

The first annual award by the New York Board of Trade for the "outstanding contribution to American business life" was made to Chairman Frederick H. Ecker of Metropolitan Life at a dinner, for Metropolitan's efforts in the development of housing projects. Mr. Ecker thanked Mayor O'Dwyer and city authorities for passing the necessary enabling legislation to make the Metropolitan projects possible. He said that in New York City alone Metropolitan projects represent an investment of \$200 million and provide housing for 100,000 persons.

N. Y. Licenses Set Record

The New York State Assn. of Life Underwriters reports the largest number of new life insurance licenses issued in October of any month in the past year and a half.

From the examination held Oct. 14, 353 new licenses were issued for life insurance only. The largest previous month was May, 1946, when 348 passed the "exam." Of this month's number, 221 were from the New York City area and 134 up-state.

Georgia Congress Meeting

ATLANTA—H. C. Fabian, president of the State Congress section of the National Fraternal Congress, will address the banquet at the annual meeting of the Georgia Congress here Friday.

William G. McRae, Atlanta attorney, Congress president, will entertain delegates at his estate, "Jacqueland," in the afternoon. There will be a business session in the morning.

Group Meets Dec. 4-5

Dec. 4-5 have been tentatively set by E. R. Stettinius, chairman of the Senate finance committee's social security advisory council, for the first meeting of that body. Among its first tasks will be mapping a program for study of social security, particularly OASI aspects, and organization of a staff to carry on the technical work.

Mrs. Donohoe Heads Chicago Group

Mrs. Huldah Donohoe, Illinois state manager of Woodmen Circle, Springfield, was elected president of the Fraternal Underwriters Assn. of Chicago at the annual meeting there, succeeding W. R. Lucas of that city, Protected Home Circle. She has been vice-president. Jerome Ciner, Western Bohemian Assn., was elected vice-president and Joseph M. Wiedeman, Catholic Order of Foresters, reelected secretary-treasurer. For three year terms on the executive committee were elected Mrs. Cecilia Zabilka, Royal League, and Mrs. Minerva C. Mann, Woman's Benefit.

New Staff Member

Mrs. Ulma Moss has just been named assistant to President J. B. Baker of Maccabees and also supreme junior director.



Mrs. Ulma Moss

Her work will be with women's groups as well as with children. She has been connected with the society for 15 years and has done outstanding work as a district manager. Mrs. Moss has given particular attention to junior members for some time, and as a result of this activity developed an amount of adult sales as well which made her the leading district manager. She has organized 17 courts with total of about 1,700 juniors.

Discuss Valuation of Privately Purchased Bonds

At a session of the subcommittee on valuation of securities in the New York department this week, Harrington of Massachusetts, chairman, took up the valuation of private or direct purchases of securities by life companies, some of which have market quotations and some of which do not have, and the application of the foreign exchange rule, on which Superintendent Finlayson of Canada spoke. The valuation of private purchases was left open and the committee indicated it would be glad to have suggestions from the industry.

Others at the hearing were Dineen of New York; Gough and Actuary Bittel of New Jersey, and L. A. Griffin of the committee on valuation of securities.

A. L. C. Wire Recording Aided Secretary Anderson

The fact that the American Life Convention had a wire recording made of the extemporaneous speech which Secretary of Agriculture Anderson made at the A.L.C. enabled him to furnish President Truman with a complete transcript which indicated the wholehearted support of the President's food conservation program. At the press conference which preceded the address and in the question period following his talk, Mr. Anderson indicated that the meatless and poultryless day could not be expected to save much food but would make the people conscious of the food problem. This was widely interpreted as indicating he was not strongly behind the President's food program.

Disclaim Extra \$10 Million

Dan A. Kaufman, Northwestern Mutual, Indianapolis, has written in to disclaim an extra \$10 million of business which was credited to him in the second convention daily issued by THE NATIONAL UNDERWRITER. He was reported as having "more than \$11 million cinched for this year" whereas it should have been \$1 million.

Detroit Is Only Large City to Show Sept. Increase

Detroit was the only large city to show an increase in ordinary insurance sales for September, the increase being 8%. Like all the other large cities it showed a decrease for the first nine months, the figure being 6%. Percentage decreases for the other cities listed by L.I.A.M.A. were as follows, the first figure being for September and the second for the first nine months: Boston 9 and 8; Chicago 11 and 8; Cleveland 8 and 11; Los Angeles 9 and 5; New York City 19 and 16; Philadelphia 6 and 14; St. Louis 0 and 9. Nevada showed the greatest rate of increase among the states, with Wyoming second and New Hampshire third, Nevada, with an increase of 27%, also led for the first nine months, with South Dakota in second place, up 16%.

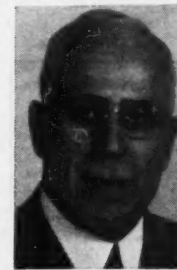
Hold S. W. Texas School

Southwest Texas agents of Ohio National Life met in the office of General Agent Henry Coutret at San Antonio for a four-day school. Mr. Coutret was assisted in the conduct of the school by George Grace of the home office agency department and T. Max Davis, Houston, south Texas general agent. There were twelve class periods followed by laboratory demonstrations, with home work for the evenings.

Programming, with reasons and development of needs, the solving of needs and the closing of the sale, along with the integration of life insurance programs with social security were studied.

"Jess Hawkins Day" Sets Record at Midland Mutual

J. A. Hawkins, vice-president and manager of agencies



J. A. Hawkins

of Midland Mutual Life received hundreds of applications for a total of some \$600,000 on "Jess Hawkins Day." This was the largest single day's written volume in the company's history and was in honor of Mr. Hawkins' birthday, Oct. 21, and his 25th anniversary with the company, which was Oct. 1. H. P. Jeffers, dean of the entire Midland Mutual personnel, presented the bundle of applications to Mr. Hawkins. A picture of the presentation was taken by a photographer of the Columbus "Dispatch."

The business in honor of Mr. Hawkins combined with the large volume written in September in honor of President George W. Steinman places the company among the very few that are as much as 4% ahead in volume written for the first 10 months.

Group Plan for Tenn. Nurses

Tennessee State Nurses Assn. has voted to adopt a group insurance plan underwritten by Continental Assurance, covering insurance and retirement.

GLOBE LIFE INSURANCE COMPANY OF ILLINOIS

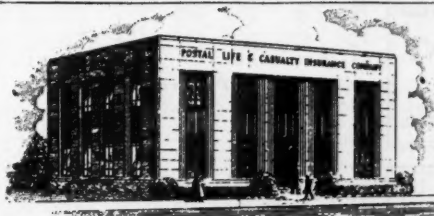
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Exceptional Agency Opportunity
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COVERAGE—AGES 0-60

Excellent Line of Juvenile Policies
FULL BENEFIT AGE 5

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As a result of the progress Postal Life & Casualty has made, we can offer real opportunities for men who are looking for a chance to develop their own agencies.

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PENNSYLVANIA

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 CONSULTING ACTUARY
 Associate
 E. P. Higgins
 THE BOURSE PHILADELPHIA

Massachusetts Mutual's New C.S.O. Premium Rates Are Given

As a result of the Guertin laws, Massachusetts Mutual has introduced new rates and values on the C.S.O. basis with interest at 2½%. The reduction in interest from 3% to 2½% tends to increase premium rates, except at the younger ages, especially for policies having a larger investment element. Cash

and non-forfeiture values, however, are generally more favorable than under the old contracts. The pages shown are from the 1948 Little Gem Life Chart, now in preparation.

Cash and non-forfeiture values which Massachusetts Mutual adopted are equal to the C.S.O. 2½% net level premium

reserve less a diminishing deduction. On permanent level premium plans the deduction is \$27 during the first year decreasing uniformly from the end of the first year to the end of the 10th year or to the end of the premium paying period if earlier. Premium rates are shown herewith.

Massachusetts Mutual

PREMIUM RATES PER \$1,000 (Participating)

Ordinary Life	20 Pay-ment Life	Life Paid-Up at 60	Life Paid-Up at 65	20 Year Endowment at 65	Age
14.54	25.24	15.68	15.23	47.92	10
16.20	27.41	17.74	17.14	48.22	15
18.22	29.87	20.38	19.52	48.64	20
18.68	30.39	20.99	20.07	48.76	25
19.15	30.94	21.63	20.64	48.87	30
19.65	31.49	22.31	21.23	48.99	35
20.16	32.07	23.03	21.88	49.12	40
20.71	32.66	23.80	22.54	49.27	45
21.27	33.26	24.59	23.23	49.41	50
21.86	33.87	25.44	23.98	49.58	55
22.47	34.50	26.34	24.76	49.77	60
23.12	35.17	27.31	25.58	49.97	65
23.79	35.83	28.34	26.44	50.17	70
24.48	36.53	29.42	27.36	50.39	75
25.22	37.24	30.60	28.34	50.64	80
25.99	37.99	31.86	29.37	50.91	85
26.80	38.74	33.20	30.48	51.20	90
27.65	39.52	34.64	31.63	51.51	95
28.53	40.36	36.21	32.89	51.86	100
29.46	41.19	37.91	34.21	52.21	105
30.44	42.07	39.73	35.63	52.61	110
31.46	42.97	41.72	37.16	53.04	115
32.53	43.91	43.91	38.81	53.52	120
33.66	44.89	46.30	40.56	54.02	125
34.85	45.91	48.96	42.47	54.58	130
36.09	46.97	51.89	44.54	55.10	135
37.41	48.08	55.18	46.79	55.63	140
38.80	49.23	58.87	49.23	56.54	145
40.26	50.44	63.04	51.92	57.31	150
41.79	51.73	67.83	54.88	58.14	155
43.41	53.07	73.36	58.14	59.06	160
45.13	54.49	79.63	61.79	60.00	165
46.94	55.96	87.52	65.87	61.13	170
48.85	57.52	97.05	70.45	62.41	175
50.87	59.19	108.31	75.72	63.88	180
53.00	60.94	121.38	81.78	65.50	185
55.27	62.82	136.38	88.82	67.33	190
57.66	64.81	153.41	97.18	69.38	195
71.98	76.94	200.00	131.59	81.59	200
91.35	100.00	250.00	166.67	100.00	205

DISABILITY RATES (Waiver of Premium) (Male)

Age	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100
15	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
20	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
25	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
30	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
35	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
40	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
45	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
50	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
55	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
60	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
65	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
70	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
75	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
80	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
85	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
90	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
95	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
100	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02

DISABILITY RATES (Waiver of Premium and \$5 Monthly Income) (Male)

Age	15	20	25	30	35	40	45	50	55	60	65	70	75	80	85	90	95	100
15	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
20	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
25	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
30	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
35	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
40	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
45	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
50	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
55	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
60	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
65	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
70	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
75	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
80	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
85	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
90	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
95	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02
100	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02	1.02

Semi-annual rate 51% of annual; quarterly 26%; monthly 8.833%. Fractional premiums not due at death are not deducted from claim.

*\$1,000 Ord. Life and \$1,000 Term. Term convertible as of attained age within 7 and 12 years respectively.

†Convertible as of original or attained age within 5, 7, 10 and 12 years respectively.

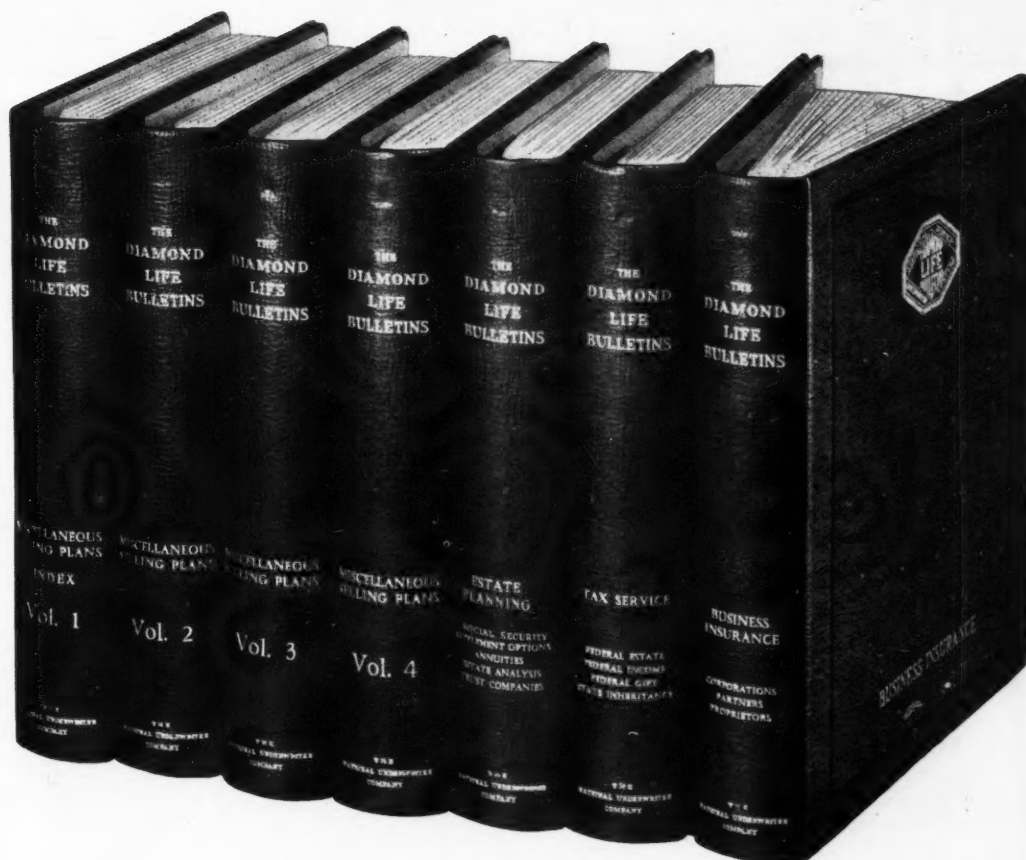
Limit—Participating policies from \$1,000 upward, reinsuring over \$100,000. Ages 0-65 (Ages 66-70 Ord. Life only for select male risks). Non-Medical: Ages 0-16 and 36-40, \$3,000; Ages 17-35, \$5,000. Males, single females, widows and divorcees.

Following are illustrative dividends applicable to Massachusetts Mutual policies issued on the C.S.O. 2½% basis:

Ordinary Life

End of Year

Ordinary Life	25	2.50	2.73	2.88
End of Year	25	2.62	2.83	3.46



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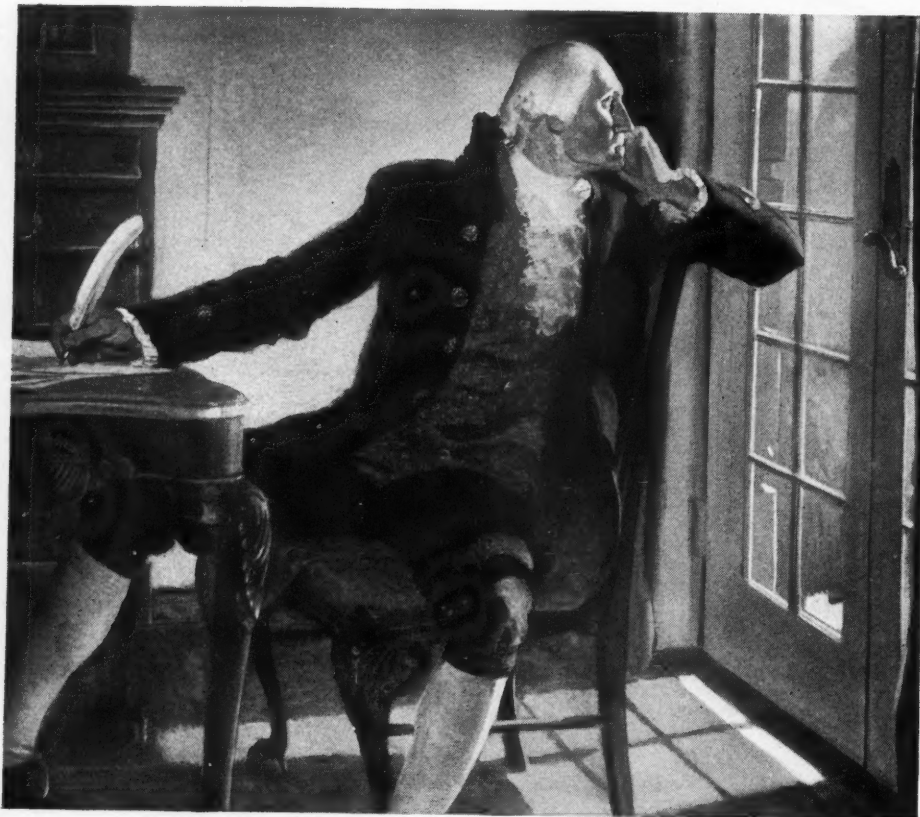
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The work was exhausting. The hours were endless. The future was uncertain. The pay was small.

But the boss—you couldn't say "No" to that boss.

So the man whose name was George Washington took the job called the Presidency of the United States. And for the first time in the history of the world, a whole people became their own boss.

George Washington placed his right hand on the Bible . . . and a blacksmith in New Hampshire sang as he pounded the anvil. He was a free man, and George Washington was working for him.

George Washington sat down at the Presidential desk . . . and a fisherman on the Grand Banks, a farmer in Virginia, a schoolmaster in Connecticut, all stood up a little straighter. They were free men, and George Washington was working for them.

All over the world, wherever the news spread, men stopped in their work to wonder at this new American thing—a people who would not be ruled, but governed themselves. A people who had taken the love of independence that is in all men, and made it work as a way of life.

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